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The American Perfumer

December, 1948 465

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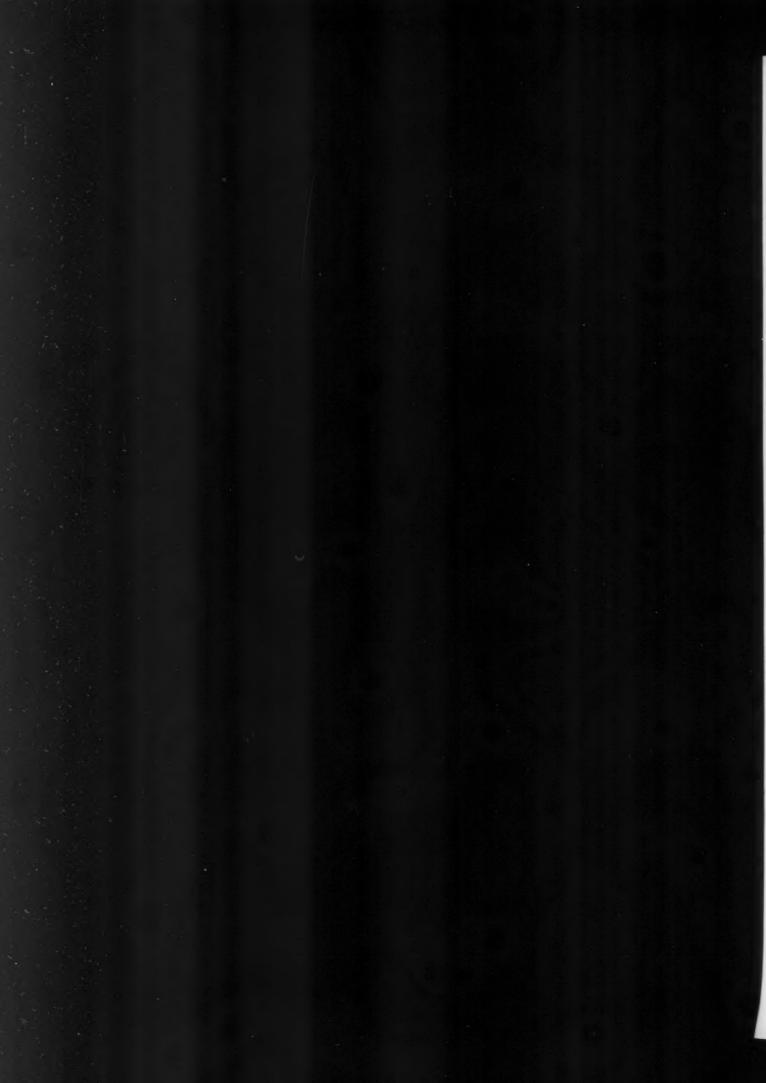
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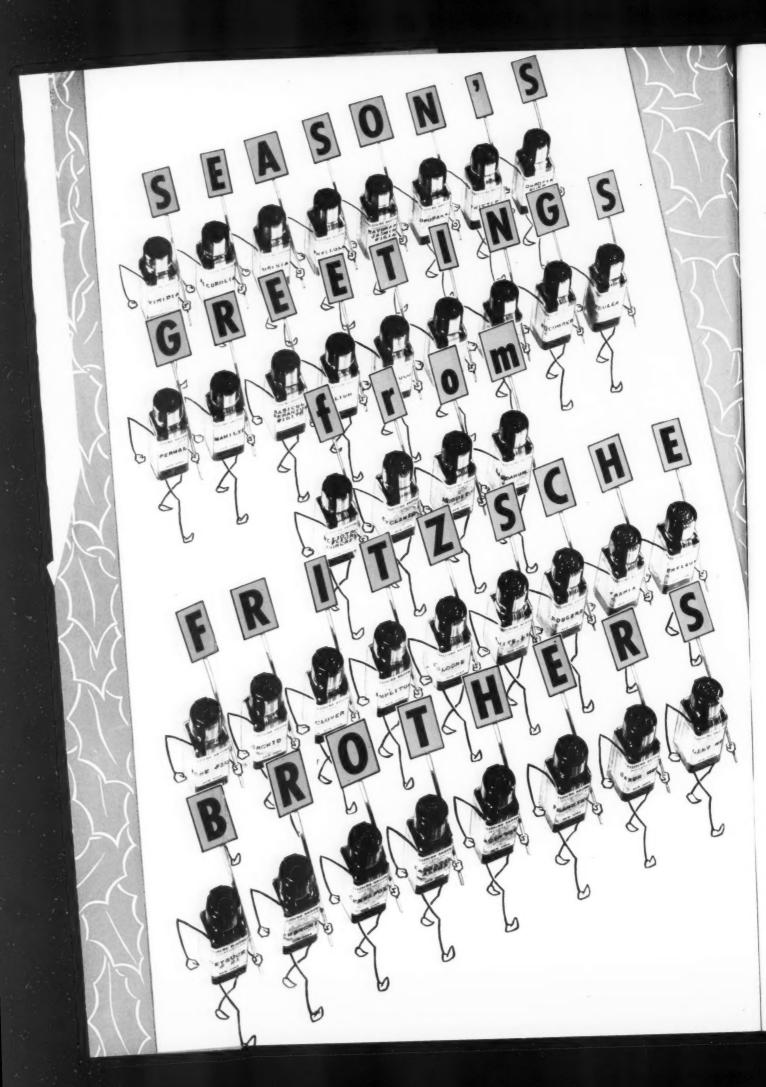
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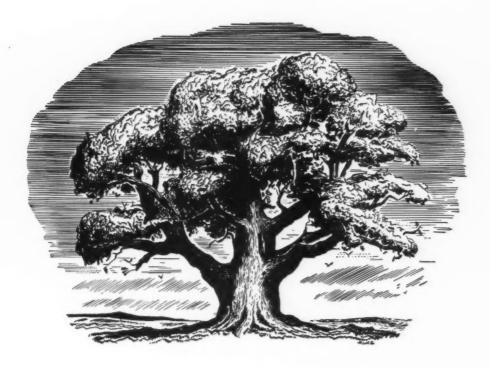
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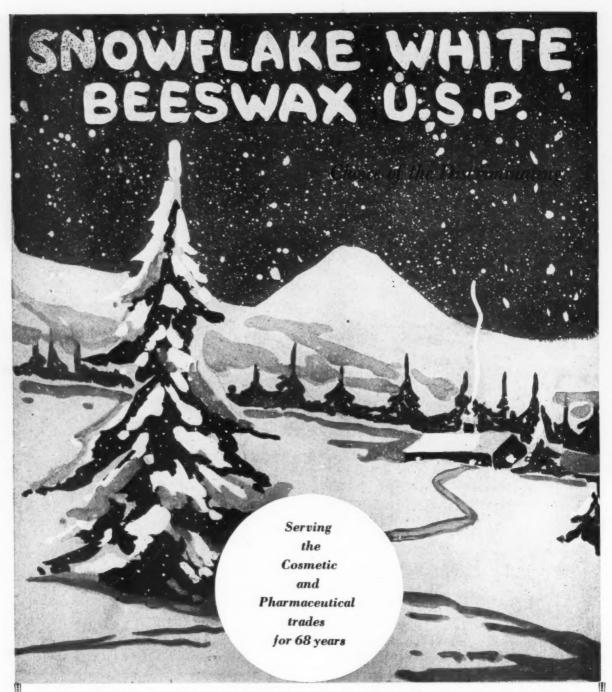
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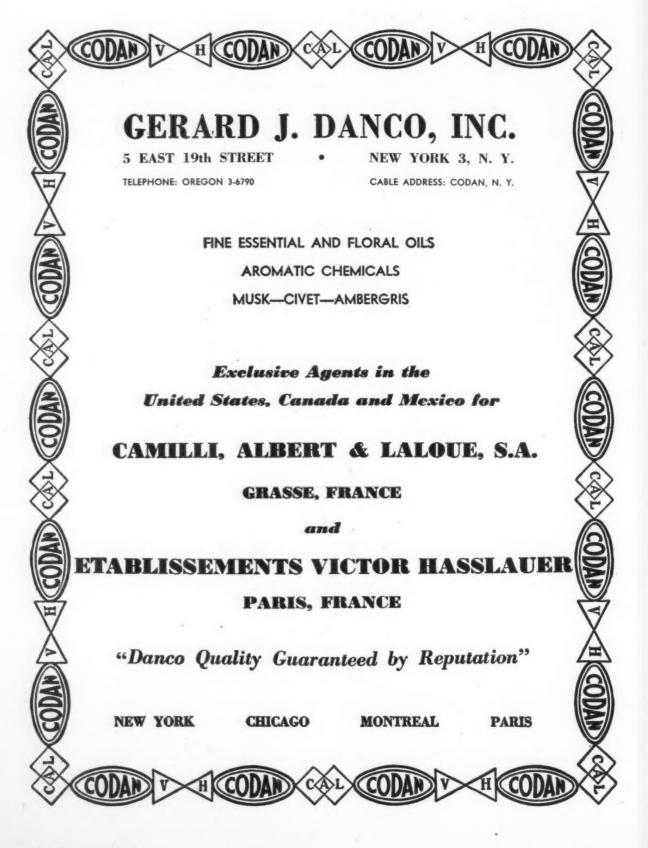
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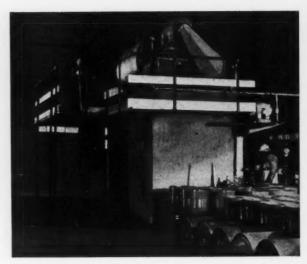
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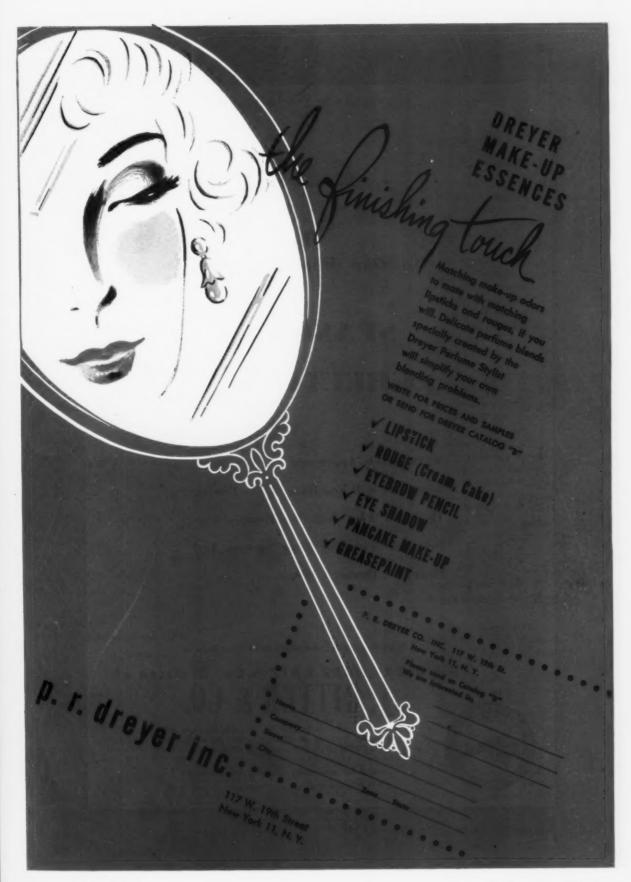
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CONTENTS · DECEMBER 1948

The Cosmetic Market and the Future	497
The Analysis of Face Powder	501
Guest Editorial Alice Farley	502
New Items Are Stimulating Interest in Retail Activities	504
Sterol Base Products	512
A New Synthesis of Cyclopentenones G. F. H. Allen	
Packaging Portfolio	514
Trace Flavoring Materials Dr. Morris B. Jacobs	516
Detergents—The New Synthetics	
Lawrence Flett	519
Book Reviews	525

REGULAR FEATURES

5
7
9
3
1
7
9
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Editorial Comment

More About Hair

Considering the amount of space in news that has been devoted to the phenomenal growth of the home permanent lines (certainly a shining example of applied and educational salesmanship) it would seem out of place to bring the subject up again. But it has been brought up, and in no uncertain manner, by the capsule curl development. Orders in the thousands of dollars are on record. Orders that turned into re-orders almost over night. But that is still not the point of this particular editorial. From the West Coast comes the story that a department store there reports that only sixteen out of one hundred of its customers are users of hair preparations. In other words, they patronize beauty shops exclusively. Could it be possible that the hair treatment business has only begun to scratch the surface. If true, and the saturation point is so far away, what a truly large part of the toilet goods business is developing with startling rapidity.

Basing-Point Rule Needs Change

The basing-point rule, as it is now interpreted, leads to utter confusion. Suppose a distributor has a hundred National accounts: He is liable to be in hot water with the Government if he doesn't quote a hundred different prices to his outlets. Of course, he may avoid this headache by selling F.O.B. shipping point, but he thus lays himself open to the most aggressive type of competition from business hungry competitors. The West Coast is already chaffing at the bit over what it feels to be unfair discrimination in placing so many lines on an F.O.B. New York basis. It is high time that the Government do something drastically constructive to clear up this muddle.

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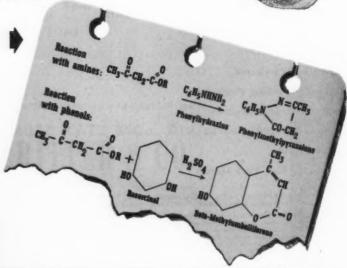
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Desiderata

by MAISON G. DENAVARRE



M. G. DeNavarre at work in his laboratory

CURL CAPSULES

Full page advertisements in newspapers appearing in leading cities such as New York, Chicago and Detroit, hail what seems like a great new discovery in hair waving. Just dissolve the contents of one capsule in four ounces of water, comb through the hair and set the hair the way you want it.

From four to five of the capsules are sold for \$1.25, plus tax. It is rumored that the syndicate stores are offering 5 capsules for 39¢. So the bubble has broken.

A check of the contents of two brands discloses a rather wide variation in the net contents of the capsules . . . almost too much variation to comply with the Food, Drug & Cosmetic Act.

Analysis discloses a mixture of materials giving off an effervescence, and a qualitative test for iron. The per cent of iron varies with the brand tested.

Can a soluble iron salt do the trick? That is the question.

Work by Speakman reported some years ago, indicates the desirability of fixing a wave by means of polyvalent metal salts when the sulfide linkage is broken. Such salts have been in use for a number of years to fix waves. Magnesium and aluminum sulfates are examples of polyvalent ions used in the past. The results were only moderately successful. Maybe it was due to the method of use or the type of hair waving performed.

One thing is certain. In this day of cold waving, hair coated with iron salts will probably not wave, for we all know that it takes only traces of iron to catalyze undesirable reactions in thioglycolate compounds, resulting in failures in waving.

Another thing is that indiscriminate use of solutions of iron salts may cause discoloration of the hair and affect the color of dyed hair.

Unless there is more to them than seems apparent on the surface, the so-called curl capsules may do little more than water alone would probably do; they may also bring grief to both user and the cosmetic industry.

HANDLING LECITHIN

In checking some of my old notes, I ran across some statements regarding the effect of cholestrol in retarding the splitting of lecithin in the presence of water. The notes are not clear but, this much is known, that the two substances give different types of colloidal solutions. Whether the presence of cholestrol or its ester in the fatty phase of a cream would prevent the hydrolysis of lecithin in either phase of the cream is a question that can be settled only by experiment. This much is known, namely, that samples of creams made in this laboratory containing lanolin and lecithin show no malodors. They do seem to have developed a deeper color, however. Anyway, the thought is passed along for what it is worth.

CONGRATS—THEIMER

Special congratulations go to Dr. Ernst Theimer for working out a new type of adapter for fractional vacuum distillation. It is applicable to all types of fractionating at low or high vacuum. Dr. Theimer has a patent pending on his gadget which can be bought at the moment from only one laboratory supply house.

ROBOT SWITCH

There is a portable time switch that sells for about \$15.00, which can be made to turn on or off, any electrical control, on a twenty-four hour basis. It works on a 110 volt-60 Cycle current. It has a capacity of 10 Amperes for heaters, 1,000 Watts for lamps, or a ½ Horsepower motor load. At this price, no one can afford to be without it.

DISPERSING GUM

One supplier recognizing the need for a quickly dispersible gum, is offering a processed gum karaya and tragacanth, usable in foods, drugs and cosmetics. It forms no clumps, supposedly hydrolyzes quickly, thus saving much time. No heating, stirring or straining is required, therefore resulting in a lighter colored mucilage.

SPLIT LANOLIN

Pressure hydrolysis of lanolin results in a mixture of monohydroxyl alcohols which are then purified for cosmetic use. The material is a hard, waxy mass melting at 58-60 deg. C. It is claimed to be composed of about 30 per cent of sterols, 26 per cent of triterpene alcohols (Lanosterol) and the balance aliphatic alcohols. The unsaponifiables run

Young america's Toothpaste comes in



NEW ENGLAND TUBES

Once again New England "Sheffield Process" Tubes are selected for a new product. The greater beauty, convenience, and protection offered by these finer Collapsible Tubes made them the choice for these attractive new Toothpastes for young America. See the eye catching full color halftone decorations. Their unusual beauty gets impulse sales.. induces customers to purchase for gift purposes.

If you have an old product for which you'd like to capture new markets, or an idea for a new one, remember that Collapsible Tubes are the ideal container. Their sturdiness and light weight bring shipping economies. There's no breakage-returned goods problem. They give greater product protection, greater consumer satisfaction. Always specify New England "Sbeffield Process" Tubes for fine uniform quality and extra strength. Ask now for prices, samples, suggestions. No obligation, of course.





• If your filling facilities are inadequate, ship us your bulk product. We'll package it for you in tubes, jars or tins, ready for distribution. This is only ONE of the EXTRA services available at NEW ENGLAND!



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to 9 per cent and the acetyl value is 130. Looks like a rich source of cholesterol.

SCIENTIFIC MEETINGS

On December 8, the Society of Cosmetic Chemists met at the Biltmore Hotel in New York City. One of the outstanding papers was that by Dr. Eidelsberg on the subject of hormone creams. Another was by Dr. Harris on the chemistry of keratins. Both are particularly timely.

On December 9, the Scientific Section of the T.G.A. met at the Waldorf, in New York City of course. Here again a couple of papers were particularly outstanding. One on hair dyes by Dr. Evans and another on nail polish allergy by Dr. Wing. Both were timely and made good listening. Several other papers at this meeting made good listening. Golden has been doing a lot of work on determining peroxides in mineral oil and was on the program. Finnegan gave a paper on cosmetic patents. Not to be overlooked was commissioner Larrick's address on cosmetic regulatory problems. These were two great days.

At the same time I'd like to congratulate Freddy Wells of the British contemporary, Soap, Perfumery & Cosmetics, for his work in organizing the British Section of the Society of Cosmetic Chemists. The group heard Dr. Walter Taylor present an address by Killiany & Revera on the percutaneous absorption of vitamin A, and a paper on the analysis of face powders with special reference to talc, was read by Frank Atkins. The latter appears in abstract form elsewhere in this issue.

CREAM SHAMPOO

Have any of you tried the use of up to 10 per cent of soap free glyceryl monostearate in well known brand of sodium coconut alcohol sulfates paste as an opacifier, bodying agent and conditioner.

SUN SCREENS

The shortage of aminobenzoates during the past bathing season has prompted one of the well known sunscreen suppliers to produce a different substance with just about the same screening properties. There are some advantages to it too, but you can find these out by working with it.

QUESTIONS AND ANSWERS

719. HAIR CONDITIONER

Q: We have been experimenting with a hair reconditioner in a cream and liquid form which will be used either before or after giving a permanent wave. This product is to make the hair soft and glossy.

M. A. C.-New Jersey

A: Hair reconditioning cream might be formulated along the following lines:

emul	ifying	ost							15	per	cent
Mineral	Oil									per	cent
Polyol									3-5	per	cent

All the materials are put into one kettle, brought to a boil and stirred until cold. The liquid type of reconditioner is based on cationic compound using approximately 15 per cent with ½ per cent of diglycol laurate and enough water to make 100 per cent. The supplier of the cationic compound is sent to you under separate cover.

720. BATH OIL

Q: Will you please furnish a formula for bath oil that floats on water. The beneficial properties in the oil will help keep the skin smooth all the time too, it aids in softening water. A bath oil which has a pleasant fragrance and long lasting.

M.A.D.—Rhode Island
A: A bath oil that floats on water
will have no water softening properties. Its beneficial properties for
skin are likewise questionable. The
fragrance is optional with the manufacturer. A formula of this type
might consist of two to five per cent
of perfume oil in a mixture of equal
parts of benzyl benzoate, isopropyl
palmitate and special denatured alcohol. By varying the ratio of these
three ingredients, you should be
able to get exactly what you want.

721. HAIR CREAM

Q: We are having trouble in making a hair cream. We have tried out several formulas and we cannot seem to reach a satisfactory one. We wish to know if you could help us out with Neutrine, Butex, and Eu-

gene hair cream. We are giving you these names so that you will know what type cream we are interested in. We would appreciate one similar to these.

S. C. R.-MAINE

A: We do not know the composition of the products you mention, nor is it the policy of the AMERICAN PERFUMER to divulge compositions of trade-marked products. However, formula No. 61 in "The Chemistry and Manufacture of Cosmetics" is a good starting point—

Glyceryl Monostearate*	18	parts
Diethyleneglycol Monoethy-	_	
lether	5	parts
Spermaceti	5	parts
Water	72	parts
Preservative and Perfume q.s.		

100 parts

* Self-emulsifying grade.

Procedure: Place all of the ingredients except diethyleneglycol monoethylether, in a kettle, bring to about 90 deg. C. and place into mixer, stirring moderately until the temperature has dropped to about 50 deg. C. or slightly less. Mix 1 to 2 per cent of the perfume with diethyleneglycol monoethylether, and add to the cream in the mixer. Stir in well and pack at once if desired. The cream may be set aside overnight and packed the following day. Note: This cream must be preserved.

722. SUNTAN LOTION

Q: We would appreciate very much if you can send us a formula for a good Suntan Lotion.

R.F.L.—CONNECTICUT
A: A formula for a sun tan lotion is as follows:

	Mineral Oil 65/75	30.0	per	cent
	Span 40			
A	Tween 40	2.5	per	cent
	Homomenthyl Salicylate	9.0	per	cent
	Propylene Glycol	2.0	per	cent
B	Preservative		-	q.s.
	Water	54.0	per	cent
	Color and perfume		_	q.s.

Preparation—Bring (A) to 55 deg. C. Bring (B) to 60 deg. C. Add (B) to (A) slowly and rapidly agitate, until completely emulsified. Then stir moderately until cool. Perfume and color at 45 deg. C.



We hope there are red and white peppermint canes on a tall green tree in your house . . . We hope there's birch wood smoke climbing up a big, friendly fireplace there . . . We hope all those good kitchen smells are more exciting than ever . . . that there's evergreen perfume through every room . . . and the clean, sweet fragrance of babies and children watching with wonder-filled eyes . . .

We hope you're as happy, this year to come, as you've made us, this year that's closing. Merry Christmas . . . Happy New Year . . . and thank you!

Norda ESSENTIAL OIL AND CHEMICAL CO., INC.

601 West 26th Street, New York 1, N. Y.

CHICAGO . LOS ANGELES . ST. PAUL . MONTREAL . TORONTO . HAVANA . MEXICO CITY . LONDON . PARIS

496 December, 1948

The American Perfumer

The Cosmetic Market and the Future

What makes customers switch brands . . . Vending machines have their place . . . People in industrial areas have a great need for cosmetics : . . No slump is indicated in sales . . . The teen-age market is auspicious*

THE history of the cosmetic market and its condition today focuses attention on the trends and opportunities inherent in the situation and the means of consciously developing them to the best advantage.

TWO VIEWS OF 1948

A fully accurate picture of monthly sales is presented by a number of factors operating within the retail excise of tax set-up. There are delays in making tax returns, especially for December sales, as bookkeeping work is at its heaviest then. Collection figures, as published for any month, are net and allow for refunds and credits for over-payments for prior months. These factors distort the monthly picture of sales, especially around Christmas time, and make it appear that the high point of the season is not in December, but in the late winter months.

For purposes of estimation we have allocated 85 per cent of a month's tax receipts to the previous month, and 15 per cent to the month before that. (See table on following page.) In spite of these adjustments, January and February sales still seem proportionately large, and have become larger every year since the retailer's excise tax went into effect. The percentage of the calendar year's sales shown by these two months has ranged from 15 per cent in 1943 to 20 per cent in 1947. Allowing the average

increase in the percentage of late returns for 1948, the indications are that the dollar value of retail sales for taxable toiletries in 1948 will be about \$428,500,000. (This corresponds to about \$640,000,000 in 1948 for total cosmetic sales exclusive of toilet soaps.) In 1947 the sale of taxable toiletries amounted to \$438,450,000, and in 1946 they amounted to \$428,368,000.

On the other hand there is little reason why the cosmetic market should slump at this time. Products are of the same high level, and packaging and accessory improvements should be a great stimulus to buying. Also the cosmetic industry has kept pace with the recent radical change in fashion which produced the "New Look" with its quaint and feminine ways. The retailers' excise tax, widely blamed as a sales "discourager," will probably be repealed when public resentment, growing as the war fades from memory, increases sufficiently. Prices are about what they have been too. The cosmetic side seems to be all right.

How about the cosmetic consumers then? They still need cosmetics, although they perhaps do not have quite as much psychological need for high-prices and extravagantly-named perfumes as they did during the war. Discretionary Spending Power continues to be very high; was, in fact, during the last quarter of 1947 and the first quarter of 1948, higher than at any other time since the end of the war.

Income is not going to be a deterrent to cosmetic buying for a while.

The return of durable goods has diverted some of this

From the Toiletries and Cosmetics Market, prepared by The Marketing Research Division of Macfadden Publications, Inc.; Everett R. Smith, director; Frances Foote, research analyst. A limited number of copies has been printed by Macfadden Publications for distribution to advertisers and their agencies directly concerned with toiletries and cosmetics. A copy may be obtained by writing: Division of Marketing Research, Macfadden Publications, Inc., 205 East 42 St., New York, N.Y.

ESTIMATED RETAIL SALES OF COSMETICS

000's of dollars*

	1942	1943	1944	1945	1946	1947	1948
January	\$33,223.0	\$34,719.0	\$38,587.0	\$50,662.5	\$60,894.0	\$61,720.5	\$57,431.5
February	21,029.0	22,407.0	27,406.0	31,469.0	33,218.0	30,507.5	34,275.5
March	20,915.0	26,312.0	38,454.0	32,337.0	32,538.0	34,074.0	32,373.5
April	21,223.0	28,764.0	27,126.0	33,683.0	37,614.5	33,695.5	33,737.5
May	21,514.0	22,326.0	27,107.0	34,547.5	34,212.0	33,634.0	36,262.5
June	25,325.0	30,881.0	29,639.0	37,872.0	39,879.5	38,002.5	36,791.5
July	23,075.0	27,968.0	30,294.0	35,095.5	36,656.5	32,219.5	37,070.5
August	23.082.0	24,771.0	27.694.0	27,085.0	33,581.5	33,904.0	-
September	23,049.0	28,394.0	31,370.0	37,617.0	37,169.0	33,994.5	-
October	22,184.0	28,670.0	33,431.0	34,129.5	32,558.0	29,303.0	-
Nevember	30,386.0	38,090.0	41,081.0	42,759.0	43,890.5	44,097.5	-
December	45,977.0	60,388.0	58,029.5	65,129.0	60,156.5	53,298.0	-
Total	310,991.0	373,690.0	410,218.5	462,386.5	482,368.5	458,450.5	-

Derived by applying 85 per cent of collections made in a month to the month previous, and 15 per cent of the collections made to two months previous.

income, it is true, but any effect this may have on the cosmetic market should be temporary. While a new washing machine may somewhat decrease the amount spent by the women of a household for cosmetics, it does not mean that these women are to be crossed off the list as cosmetic users. Some new users may not be "regular" users yet, and their habits can be more firmly entrenched.

The reflection afforded of retail sales by tax receipts has been encouraging since March this year. January and February tax receipts this year reflected the low Christmas season; but the cumulative receipts for this year are not far behind those of 1946 and 1947, and are over those for 1945. Taxes collected for the six months since March this year are \$42,107,800 and were only \$40,312,600 for the same six months in 1947. These six months in 1946 saw tax receipts of \$42,856,800. The worst seems to be over.

If sales continue at the favorable rate they have been since February, the sales for the year ought to equal or perhaps even surpass sales for 1947, coming close to the high mark set in 1946. Much of the volume of sales forming the early Summer peak is due to vacation needs for protective preparations, and for new shades of makeup. While perfumes are also desirable for graduation and Mother's Day gifts, the heavy volume of sales is not of the high-priced luxury type. Consequently the Summer months this year have given little indication of whether consumers are ready to climb back on the perfume bandwagon, but it has confirmed the recent indications that the moderately priced lines are holding up to levels established during the war years.

THE LONG VIEW OF THE COSMETIC MARKET

It is only reasonable to assume that in time all persons who are going to be cosmetic users will be using the maximum quantity. As this time approaches the increment of trade growth will begin to fall off. Eventually usage will level off. This is typical of many industries.

Part of the trend of growth can be considered a function of population growth, but it is also partly due to the development of the individual industry. The growth of an industry has been divided into four stages: 1) Period of experimentation; 2) Period of growth into the social fabric; 3) Through the point where growth increases, but at a diminishing rate; 4) Period of stability.

In reviewing the history of the cosmetic industry it seems that the period of experimentation was drawing to a close about the time of World War I. The decided

change in mores in regard to the use of cosmetics soon after the first war, and the recent extensive broadening of the cosmetic market identify these years as being in the second stage.



The shifts of population during the late war introduced more women into higher brackets and into areas which made them cosmetic conscious.



The cosmetic industry is faced now with the task of "growing into the social fabric" as much as possible so that when the period of stability does come, it will be at a high level.

BROADENING THE MARKET

One of the most noticeable features of the market during the period when the line charting cosmetic sales was climbing steeply was the broadening market for cosmetics. Social acceptance of makeup encouraged more and more women to take up the art. Shifts of population during the war introduced more women into higher income brackets and into cosmetic-conscious areas. Men and teen-agers came into the picture and changed it from a glamour market to a family market. Baby toiletries are increasingly considered necessities, and the birth rate has been conspicuously high the last few years. Although the birth rate will not continue at the war time rate, a greater percentage of the babies who are born will benefit from the consciousness of baby toiletries. Specialized products have been added to cosmetic lines for the care of various conditions of skin and scalp, and new packaging is presenting more and more products in forms convenient for every person's needs all the time; home use, office use, travel and commuter use.

The cosmetic industry is now in the position where it is trying to confirm the market it discovered during the war years, and is possible, to continue the broadening process which will push the line on up.

DEVELOPING MASCULINE USE

Now that some men have been made aware of their

Much of the volume of sales forming the early summer peak is due to vacation needs for protective preparations and new shades of makeup.



need for cosmetics, the industry has a fertile field to cultivate to its advantage. With the new draft going into effect, more young men will be introduced to good grooming habits, thereby widening further the field for cosmetic advertisers. Emphasis on the cheaper line carries appeal for this group, as shown by the fact that the fancy high-priced shave lotions, powders, and luxury shaving creams are off 50 per cent or more from wartime peak sales. However, cosmetics on sales in PX's were not subject to the luxury tax, and further reductions were sometimes made by the manufacturers. Women were probably buying the expensive brands for gifts for their

menfolk during a time when anxiety was not to be articulated. Now that the men are back home and do their own buying, they are not spending the amount previously spent for them, or insisting on the same brands they bought at special PX prices. The development of moderately priced lines may prove these new masculine users a significant factor in the market.

THE POTENTIAL TEEN AGE MARKET

The teen-age market is auspicious. Not only are the mores allowing girls to start using cosmetics at a younger age, but next year will see about 85,000 more girls reaching the age of fourteen than reached that age this year. The recent decrease in population in the 10 to 14 and 15 to 19 year groups is attributable to the low birth rate in the early 30's. The number of young people in these two age groups will increase considerably within the next decade as a result of the higher birth rate since the middle 30's. The number of children reaching the age of fourteen will increase from 2,200,000 to 3,200,000 by 1961. If the percentage of girls using cosmetics by the age of fourteen exists then as now, it will mean something like 375,000 more users in 1961 than this year.

If social usage continues the trend it has established, countenancing the use of cosmetics at increasingly younger ages, this figure will be higher. The new lines designed for younger children and including such items as sachets, soap, bubble bath, dusting powder, and shampoo, may move out of the strictly gift class and smooth out the gaps in cosmetic usage from the cradles to the grave. Soap and dentifrice advertising has already started tracing the "beauty" treatments of their product from the babyhood days of models.

EMPHASIZING HOME USE

Products which have been designed for specific conditions need to be advertised in a way to call their advantages to the women requiring them. Many women are unable to judge whether they require a product for an oily skin condition or for a dry skin. It is difficult to judge how fine your own hair is in order to estimate how long to leave on home permanent wave solutions. Some enterprising cosmetic house will devise some simple home tests for analysis of personal requirements. If exclusive salons can train their personnel in the science of skin and hair care, then this information could also be made available for the large numbers of women who are cosmetic users but who are unable to afford salon analysis and treatment. Certainty and assurance will make them regular users in cases where they have been tentative and hesitant, or actually dissatisfied, before.

Such a service as home analysis probably would not encroach on beauty parlor business as much as have the home permanent waves, and by reducing the cost of services more of the cosmetic product can be sold than if the product is made available only to those affording specialized service at beauty parlors.

What appears to be the industry's first move in this direction was mentioned in the Women's Wear Daily, July 30, 1948, page 18. "As far as most retailers are concerned, the day when sex and glamour ads sold cosmetics is a thing of the past. For the next six months they plan a more practical approach to advertising, with the emphasis on price, value, quality and prestige. Treatment

lines, with specific how-to instructions will be featured by most stores. There will also be a certain amount of fashion tie-ins, but for the most part, cities assert that price will be the number one talking point. . . . Tying in with the ads will be greater use of store demonstrations, all geared to the predominant theme centering on specific instructions telling how, what and when to use" . . . Toilet goods buyers in Boston say their advertising

copy will not employ the glamour, sex, dramatic approach, but rather will stress value, quality, price, and

again, instruction.

Advertising can also be used to emphasize the advantages of certain new size packages and specially designed containers. It would seem desirable for cosmetic houses to make combination packages featuring a large "home" size container with several purse-size containers, so that the fastidious woman is not obliged to change brands (and scent) in order to repair her makeup away from

NEW OUTLET PATTERNS

The transition of the cosmetic business from a glamour market to a family market will encourage the recent trend of buying cosmetics through supermarkets and grocery stores. Making cosmetic products available at the place where women will spend most of their money will aid greatly in confirming the use of cosmetics by families

instead of by women alone.

A marketing device to be watched is the vending machine. Cosmetics, especially the volume brands, will lend themselves to this sort of distribution very well. There is a real place for "one-time" cosmetic kits in the public rest-rooms of travel terminals, night clubs, theatres, dance halls, and office buildings. Both "cleanliness" kits and "makeup" kits could be offered. New packaging materials make this an especially feasible idea today, for small quantities can be handled in inexpensive cellophane and plastic tubes. Perfume could be included in a plastic globule. Saturated pads would retain their effectiveness in moisture-proof cellophane envelopes.

Aside from their value in supplying cosmetics when and where needed, these kits could act as "tempters," very much as did the original ten-cent sizes. New shades of makeup could be tried with little initial outlay. Such vending machines at cosmetic counters would enable the purchaser to try new shades or brands without the hovering presence of a sales girl, and the sometimes messy and

unsatisfactory methods of testing today.

Already a vending machine especially designed for cosmetics has been invented by Lansing P. Shield, the President of Grand Union and the inventor of the Food-o-mat. An ingenious mirror is the outstanding feature of Mr. Shield's machine. In the mirror is the aperture through which the purchaser can see a succession of shades of makeup right next to the reflection of her own skin.

TAKING ADVANTAGE OF BRAND SWITCHING

Aside from new and broader markets for cosmetics we have the already established users, for whose patronage the advertisers have been competing. This has led and will lead, to brand-switching.

In a study of brand switching among nail polishes it was reported that 1,107 out of 2,000 had changed in a twelve month period. The qualities of the product had

caused 380 to switch; it was a gift to 230, and the recommendations of others caused 135 to change. Special sales, the price, or a premium offer accounted for 50 people switching, while advertising, as such, was said to be the reason for 39. Miscellaneous reasons were given by 312; 130 of these saying they had used the brand before, 101 that they wanted a change, and so forth. It would be difficult to judge how many of those changing because of the quality of the product (196 because of the color or shade) became acquainted with the quality through advertising. Special sales and premium offers could also be considered a form of advertising, and certainly the knowledge of the offer was made through advertising. Some of the miscellaneous reasons were also obviously results of

A recent example of brand switching is in the hair tonic field. One manufacturer reported a \$25,000 loss last year; the year before it had a \$600,000 profit. Yet a competitor who boasts the new "creamy" look in hair tonics, is now selling five times faster than a few years ago.

CONCLUSION

A number of ideas have been presented to illustrate how the cosmetic manufacturer and distributor can take advantage of the conditions present in the cosmetic market. These conditions have been traced from their beginnings and found to be characteristics of the cosmetic industry and not mere "happenstances." They have been measured, and taped, their strong points and weaknesses

We have found that the new consumers who came to the cosmetic counters during the war years had not much more money in their pockets than now; their needs were not particularly greater than now. Oftentimes they were new residents in a community, or new employees in an industry, and they took on the characteristics of the other members of the community or of the factory. Sometimes they were youngsters who were enjoying adult privileges for the first time, and the girls were examining critically the fresh red on their finger nails, and the young Pfc was wondering if he could do something about the sweat patches on his tunic.

We have found that the \$700,000,000 interest taken by cosmetic consumers in 1946 is very soundly based on an ecological need, and that as long as people are exposing their skins and hair to the climate of this continent, the cosmetic industry has a job of providing the

proper protection.

We have found that people in an industrial area have a greater need for cosmetics, and fortunately their incomes have increased to a point where this need can be fulfilled. These people are the "middle millions," and account for a little more than half the population. They have families; they support the movies, the ballparks, the automobile industry; they read Macfadden publications, and can be reached through them. Their health and well-being is their stock-in-trade; they do not demand glamour so much as attractiveness. It is well that the cosmetic industry can serve these people.

Metropolitan Life Insurance Bulletins, February 1948 and June 1947.
Vergil Reed: "Good News and Bad-About Sales," Sales Management,
March 15, 1948.
Business Week, June 8, 1946.
Raymond D. Prescott: "Law of Growth in Forecasting Demand," Journal
of American Statistical Association, Vol. XVIII, December 1922, pp. 471-479. Wall Street Journal, May 26, 1948.

The Analysis of Face Powder with Special Reference to Talc

COMPLETE scheme for the analysis of face pow-A ders was published in the J.A.O.A.C., November 1942 (see also "S.P.C. Year Book," 1946 edition, pp 76-8.) The main difficulty with an unknown powder is to say in what form the various metals found by analysis were present in the original powder. Thus Zn might be present as the ovide, carbonate, stearate etc. Mg could also be similarly present, or as a constituent of lakes or talc. A separate CO2 determination is desirable; also differentiation between Zn and Mg stearates. Admirable as the J.A.O.A.C. scheme is, the author considers that it could advantageously be both simplified and in some ways amplified for the purpose of routine control. He suggests the following alternative scheme:

1. Extract 10 g. of the powder with sufficient cold alcohol to remove Perfume, Moisture and Spirit-Soluble

Dyes. Dry and weigh the residue A.

2. Metal Stearates. Reflux A with 100 c.c. benzene. filter hot and repeat twice. Distill off and recover most of the benzene from the filtrate, which transfer to a tared dish, dry off, weigh and examine. By this method the stearates are recovered unchanged and uncontaminated, and can be examined to determine Zn or Mg or both. Benzene is a good solvent but not ideal. Hot filtering is necessary, owing to poorer solubility of stearate at lower

3. Acid-Soluble Constituents and Starch. Proceed as for J.A.O.A.C. method. A CO₂ determination is, how-

4. Acid-Insoluble Materials. These are likely to be mainly Talc, Kaolin, TiO₂. Separate determination of TiO₂ may be carried out as per J.A.O.A.C. Talc and Kaolin present greater difficulty, the standard methods being tedious and the results subject to misinterpretation, owing to the wide variation in composition of commercial talc. The author's own method, admittedly unorthodox but claimed to be supported by accurate results, is based on work by Ewell, Bunting and Geller ("Thermal Decomposition of Talc" U.S. Dept. of Commerce, R.P. 848.) It involves heating the dried weighed residue from (3) in a tared platinum crucible for one hour at 600 deg. C. Cool and weigh. Repeat for a further hour at 900 deg. C. Cool and reweigh. The rest is a matter of simple arithmetic. It depends on the facts shown in the table below concerning the behaviour of titanium dioxide, kaolin, and talc on heating, and particularly on talc's standard loss of two different proportions of water at the temperatures stated.

Abstract of an address presented by Frank Atkins at the meeting of the British Section, Society of Cosmetic Chemists, London, October 7, 1948.

	Loss at 600 deg. C.	Loss at 900 deg. C.	Difference
Talc (Indian)	0.5 per cent	5.0 per cent	4.5 per cent
Talc (French)	3.30 per cent	7.74 per cent	4.44 per cent
Kaolin	13.0 per cent	13.10 per cent	0.04 per cent
TIO ₂	NII		Nil

From the table one sees that loss at 900°C-loss at 600°C (for talc) 4.5 per cent of talc present in insoluble portion. It is suggested that careful heating over a bunsen would also give good results, although the author's own determinations were carried out in an electrically heated muffle furnace equipped with a pyrometer. (Frank Atkins. Journal of the Society of Cosmetic Chemists. Original paper not yet published.)

Extraction of Lecithin

Lecithin is obtained commercially from egg yolk and oil bearing seeds. Egg yolk lecithin has numerous disadvantages two of which are its high cost and undesirable odor. Most commercial lecithin today is obtained from soybean oil, although one company is extracting it from

Soybean lecithin is extracted from soybeans along with the oil. The solvent generally used is a purified hexane. After removal of the solvent, lecithin remains suspended in the oil from which it is precipitated as an emulsion by hydration with steam and subsequently removed by centrifuging. The lecithin emulsion is then dried at low temperatures under vacuum. Further treatment such as bleaching follows the drying operation. The resulting product contains approximately 65 per cent phosphatides and 35 per cent associated soybean oil, is light brown in color, neutral in taste and odor and has a syrupy to salve like consistency. Soybean lecithin has no definite melting point but melts to an oil at about 130 deg. F. It is readily dispersible in glyceride oils and is soluble in most organic solvents except acetone and alcohol. It can be dispersed in water to form stable emulsions which can be greatly diluted.

Corn oil lecithin is probably produced along the same

The uses for either soybean or corn oil lecithins are many. Excellent reviews have been published by Stanley, Weisehan, Working and others. In general, vegetable oil lecithin finds use in shortening, prepared flour, candyparticularly chocolate, cosmetics, and make-up items, emulsifiers, brominated oils for making flavoring emulsions, soaps, antioxidant for vegetable and animal fats, and numerous others.



Alice Farley

Alice Farley, the daughter of the originator of the chain credit store idea (he managed over a hundred of these stores), was prevailed upon by her father to take up the profession of teaching. She kept her promise and qualified as a teacher, but merchandising was in her blood, and even before her graduation from the College of New Rochelle in 1933, she had her eyes fixed on a career in Lord & Taylor on New York's Fifth Avenue. Fresh from college, Miss Farley broke into Lord & Taylor by way of the College Shop and within two years was manager of that department. In 1935, an opening developed in the cosmetic department as assistant buyer and Miss Farley moved to the main floor. Two years more saw her seated in the buyer's office.

Miss Farley, who is married and has a two-year-old daughter, feels that her grasp of the perfume industry was broadened materially last year when she visited France as a guest of Parfum Weil. There she saw the growing and processing of flowers in Grasse, the forming of hand-made boxes in Paris, and the blowing by hand of bottles in Normandy. That Miss Farley has definite ideas on her industry and its improvement can be found in the accompanying editorial.

WHERE TO

. . In constructive promotion, we should

THE perfume industry in the United States is a mere infant in the economic picture of the nation as a whole. Since the early nineteen twenties, when the industry received its first great impetus from the gift-laden returning AEF heroes, who introduced perfume to the average American woman, the industry has grown at a rapid pace. It has suffered frequently from the ills which are the lot of every new business, and each success has been accompanied by a hundred failures.

To those of us who are growing with the industry, it is an exciting and romantic adventure, for all its foibles. But most important, it has a future and a great one if we in the industry will pause to examine ourselves, our methods, our products and our ideals. The responsibility for re-evaluating the job we are doing rests on the shoulders of every one in the industry from the producer of essential oils to the sales personnel of the local drugstore.

So let us take an over-all look at the whole business and try to find out what we are doing that we should not do, and what we are seeing that we should. It seems to me that we have overlooked a very important potential market. We have taken care to reach the life of a woman after 5 P.M. For dinner, for going out in the evening, for any special occa-

IN THE PERFUME INDUSTRY

demonstrate the fact that harmonious fragrance has its place in everday living.

sion, a woman will think of perfume. We have done our job well. But there is more to a woman's life than special occasions. I believe that we could do much to increase sales throughout the country by a constructive campaign to educate the American woman in the every day use of perfume for a more feminine, more pleasant way of living.

In order to do this we must take our nomenclature, our advertising, our display material, and our appeal to the public out of the flesh pots and bring them to their rightful place in the well-ordered American home. The mere fact that our products give pleasure to one of the senses gives us no license to insist that our advertising copy be

sensationally sensual.

Perfumes can and do have a spiritually uplifting quality, as anything of beauty does. It is our business to point out to the women of America that that spiritual lift, that more pleasant feeling is an asset any time of day, every day. We should tell them that the daily use of perfume can lend an aura of pleasant living to their homes. We should demonstrate the fact that an harmonious fragrance is as much an asset to a mother in her dealings with her children as it is to the sweet young thing rushing off to her first junior prom.

Ours is a job of education and as in any

educational program, we should make full use of all possible media to get across the point we are trying to make. In addition to a special advertising campaign, there should be special displays and radio and television programs using a dignified type of material. Our contact men should promote the idea among all their outlets including department stores, that perfume can be an attractive and integral part of every window featuring women's wear, accessories and even house furnishings.

Sampling has always been a successful promotional scheme in the perfume industry and could be used with great effectiveness in such a campaign. The success, however, would depend on our own personnel. The blind, after all, cannot lead the blind, and it would be necessary that they be trained to appreciate the products that they are selling. They should be able to explain to a prospective customer the basic notes that make a perfume what it is, as well as its general character and uses. They should be able to discriminate between the silken siren and the apple cheeked freshman.

It seems to me that such a campaign would be of great benefit to the industry, as we are asking ourselves "Where to?" And just as important it can make a real contribution to the average woman's way of life.

New Items are Stimulating

In Chicago, Charles A. Stevens joins Fair in discontinuing discontinued . . . Capsule-in-water waving excites marlic to absorb . . . Compact sales coming back . . . Cream store customers use hair preparations—opportunity for



CHICAGO & MIDWEST

Charles A. Stevens Drops Demonstrators

PERSONALIZATION of cosmetics is one of the ideas growing into big business in this area. "We really mix tons of powder, to order," said one of the girls in Chicago. "Everyone has decided that it is chic to have one's own mixture."

"Chic" may be the answer but this particular store has not done much in the presentation of powder mixed-to-order until this item was placed on a main traffic lane. Today, two girls are kept busy all during the day, mixing. In the larger beauty salons, both in the exclusive shops such as Arden and Rubinstein, and in the department store sections this idea of personalization has been carried even further, for not only is powder blended but the foundation creams blended-to-order are also enjoying a new vogue of popularity.

"Now if we could only get nail polish mixed to order," was one buyer's comment, "We'd really need highly trained help. As it is the girls are doing well in mixing powder and cream to suit an individual skin and the repeat business indicates the customer satisfaction."

SALES STIMULATE BUSINESS

As competition grows each day for the consumer's dollar so do sales appear. Each major company is trying to outdo the other. "Today we've got to offer this sale merchandise at half price to interest a customer," one buyer complained. "Then it moves but similar types in other lines are dormant. The more I see of these sales' specials the more I'm convinced they should be discontinued.

What manufacturers started is now back-firing if So & So Co., offers its merchandise for a month at half price the next month the Xy & Sons, Inc., offer a price presentation. I'd like to discontinue this sale except for one, say twice a year, but I've got to continue for my competitors will promote it."

WHAT ABOUT DEMONSTRATORS

In a sales' period in which competition is again paramount and all stores haggle for the consumer's dollar, how important are demonstrators? Brandeis, Omaha, finds them important in selling. In a recent promotion it had 33 represententatives named for all of the various items. Of this number, 21 were regular store representatives. The sale was good, for samples were freely offered. Ensemble prices on cologne and perfume were quoted. In contrast to the usual appeal to youth one of the featured ads (23 were used in equal size boxes) was "for a beautiful maturity" which might indicate that a few makers, or buyers, are realizing that the older woman has the money to spend for a "beautiful maturity."

On the other side of the fence are two Chicago stores that no longer use demonstrators. The Fair was the first one to put every girl on an even selling basis and she sells anywhere in the department. Because of this arrangement, all soaps (regardless of maker), bath salts, bubbles, etc., are grouped in one unit with one girl handling the counter.

The second store to make a changeover is Chas. A. Stevens & Co., which at this time last year was employing 13 girls in the section. Today with eight, more business is written, for each girl serves the customer who approaches her. The results have been satisfactory for the store and very much so for the girls who assert they like the present arrangement and make better books.

Instead of merchandise being under counters, because the girl who sold that was away, it has now been featured on counters in display. Stock is clean because every girl is working for her own advancement, and to make the best book in the department regardless of what she sells.

Sales meetings are not new and these stores have discussion periods in what the customers want and what

Interest in Retail Activities

demonstrators . . . Buyers ask that half-price sales be ket . . . Lipstick color promotions too numerous for pubshampoos moving up . . . Only 16 out of 100 department expansion . . . Gadgets and perfume jewelry faring well

they like and don't like. Out of this melange comes the decision whether or not an item will be dropped, or a new one added. If the girls feel either is needed the buyer follows their orders because they are in direct contact with the customer and are proud and happy to increase their sales.

Before an item is dropped a check is made on sales. It may be seasonal and therefore not of interest except at a certain time; it may be of any widely featured new items which are stocked merely to supply the inquiring customers and as soon as this demand dies down the item is dropped. Stevens does not try to compete with the type of goods offered in the chain drug stores. It caters to a style trade and considers that it has a place, equally as important as the drug store, to service the customers.

Both types of stores do not stock an item until the clerks have had a chance to try it, and report. At Stevens there was a new fragrance offered, but the question was how did it compare or compete with types on the market. Each girl was given a sample. All reported it would sell. The initial shipment was sold out (on the basis of the sampling and the girl's word to her customer) before it arrived. A repeat order was placed. "We would not have ordered it," said an executive of the section, "unless the girls had given us an indication that it would sell. The results have been truly amazing. Any buyer who tries to stock a new item today without having the cooperation of her sales' staff is in for some rough sledding."

JANUARY CLEARANCES BEGIN

When Christmas displays and featured packages are shown the early part of November, and sales begin to move well the first part of December, then comes the final opportunity to feature specials to catch the last-minute holiday shopper.

John Taylor's, Kansas City, featured perfume, pursesize, filled, at \$1 reduced from \$5. For collectors there were perfume bottles priced from \$3.95 to \$13.95 offered at \$2.95 and \$4.95. Ensembled wood violet fragrance that included soap, toilet water, talc, sachets, perfume and body powders gave an idea of the smartness of one scent. Harzfield's introduced Araline by Earle at \$5 a bottle or four for \$15. Spiced cinnamon in lipstick and nail tint was a Mandel Brothers, Chicago, special. Combined with this presentation was the clearance on Delettrez products, which was a very important sales' event. After two days the most'desirable items were sold out.

The Twin Cities and Des Moines stores were offering the regular December specials and when January rolls around all the stores will complain about the slow movement of goods. "Unless we get all our business before January 1," said a leading buyer in this area, "we find that the federal tax and the sales tax are hindrances to the added sales. Many women will buy only what they need. Men are also being careful. In our 'For Men Only' shop we have tried to keep our merchandise under \$10, smartly packaged, but are stressing the items at \$5 and even at \$2 for that is where we expect to do volume."

COSMETIC TRENDS CAST THEIR SHADOW

Reports from half a dozen cities, including Kansas City, which for its population is one of the heaviest consumers of cosmetics, indicate that cake types of powder and allied forms are slipping in all current selling. This may be only a flash in the pan, because of the colder weather and the need for more treatment and foundation creams, but buyers are watching and checking on sales.

Lighter tones in lipsticks, more of the true red, are superseding the blue cast. Approximately the same amount of long sticks are sold as short but preference is for the shorter stick—it fits the present handbags more efficiently.

New hair departments are appearing in many stores because of the great volume on home permanents. In addition to the wide choice in shampoo types, more hair pomades, scalp oils and salves are offered. Both combs and especially brushes are demonstrated and advertised as necessary for the woman who does her own hair.

How far and how long the capsule curl theme goes is a question many buyers would like answered. Smart stores that stock it merely because of the wide advertising have been forced to repeat orders because of the demand. The idea is going over big. Buyers wonder if it will last. In style stores it is estimated that only about 10 per cent

of the customers do their own hair, yet these stores are promoting the home permanent and all its accessories, with the same zeal, space and demonstration as the popular priced drug store which finds these capsules are meaty profits.

Perfumed pages in daily papers, begun some months ago, were featured by the Ernst Kern Co., Detroit, to introduce Dana's fragrances. Prices were especially arranged for mail order or telephone buying with separate quotations on perfume from dram to ounce and on co-

logne from two ounces to eight.

Indianapolis stores stress the smartness of "You" in all of the cosmetic advertising with accent on bath items and fragrances. Hand lotions and various creams for non-chapping are included in the promotions of the Twin Cities stores and in St. Louis. The latter center makes a point of refresheners and fragrances. Treatment lines are holding more steady in daily sale, for this time of year, than is considered normal. But this is part of the consumer's reaction to selective buying. She takes only what she needs.

"Giveaways" are also growing in importance to feature new items. At a weekly series of fashion shows blended powder, purse size, is given away. The women to whom it is presented are first studied and the correct blend then made.

SHOP LIFTING STUDIES

Too many bottles of perfume and colognes have disappeared from counters and buyers have become cautious. Display, they assert, is important to selling merchandise. So there is now a wider display in many stores of new products than heretofore because one bottle is the actual product, for the clerk to show, and the others are dummies. How many bottles are "lifted" has been interesting for these are returned with the complaint that there is no fragrance! It may be an idea which the Mid-

-Courtesy Richard Hudnut



Style stores estimate that only about ten per cent of the customers do their own hair, yet these stores are promoting the home permanent.

West has found profitable. The manufacturers have been cooperative in this that in the long run industry is benefited when a sale of the real fragrance is made.

-Jean Mowat



DALLAS

Capsule Curl Sells Well

NOTHING out-of-the-ordinary has happened in the Dallas cosmetics and toiletries retail market this Month. Most stores find their sales about on a par with the same period last year. (The one outstanding exception is a local chain of drug stores, which, as reported last month, reorganized their cosmetics and toiletries departments, getting rid of a lot of slow moving lines. As a result this chain reports a consistent 15-to-20 per cent increase in sales over last year's figures each month.) Usual promotions have produced normal results. Unusual promotions have produced unusual results, which is also normal.

Specials on lotions and creams by Dorothy Gray and Tussy have been successful and have pulled other items in both lines along with them. In the Jacqueline Cochran line, a Volk Bros. exclusive, dusting powder is being closed out at half price preparatory to re-packaging and

is selling well.

RESPONSE TO PERFUMED ADS

The buyer at Titche-Goettinger Co. says the response in sales to the store's full-page perfumed newspaper ad on Dana's Tabu has been five times as great as response to orthodox ads. Mail orders have come from as far as West Texas, in that direction, and Beaumont, on the Gulf, to the south. Several letters to the editor of the morning newspaper in which the ad appeared contained objections to being subjected to Tabu at the breakfast table, but if one accepts the theory that all publicity is good publicity, this is a further indication of the ad's success.

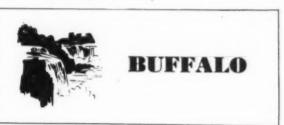
A number of new items are doing well. One department store reports selling three gross of Breatholators in 10 days. The same store sold three gross of Kurl-Fast in 12 days after promoting the product in a single 20-inch ad. A popular-price department store introduced the France Denney line about two months ago and reports sales running 50 per cent above what the store considers satisfactory. Cochran's Shinging Hour is doing very well in the \$1 package. A drug chain which carries all the nationally advertised cream shampoos says that they are going "like a house afire" and attributes this in part to their novelty. A specialty store reports doing well with the Charles of the Ritz Directoire line, Millot's Revelry and Marcel Rochas' Mouche.

Several novelties also are faring well. A perfume bracelet filled with Harriet Hubbard Ayer's Golden Chance, priced at \$2.50, and Rubinstein's Keys to Beauty, lipsticks on a chain, are popular. Cochran's Wing-Ding lapel pin, filled with Shining Hour is doing fairly well with the younger set even with a price tag reading \$5. Neiman-Marcus reports that Hattie Carnegie's combination compact, lipstick and lighter, at \$25, has sold well.

Stores cooperating in national color promotions like Revlon's Orchids to You report that such promotions are becoming too numerous for the public to absorb and are

less effective than earlier ones.

By the middle of November, most of the stores, both drug and department, either had their Christmas decorations up or were in the middle of putting them up. Sanger Bros. however, put its decorations up on November 1, almost two weeks earlier than usual. The advertising director there said, "Last year we found many people wished they had started their Christmas shopping earlier. We decided to take advantage of this feeling." The cosmetics department here already reports substantial Christmas sales, some of which are attributed to early decorations." - Catherine Casey



Compact Sales Coming Back

THE most obvious condition in this town right now is that the Almighty Dollar has become very coy, subjecting itself to counter-to-counter and store-to-store "treasure hunts" in search of the best value before it

finally spends itself.

Most popular items are the new smaller sized packages. of the better perfumes and colognes. An example of this was found at Sample, Inc., a women's specialty store which-though far from the downtown area-nevertheless attracts thousands of customers from throughout the city. Here it was learned that the new \$1.25-sized colognes of Corday were moving rapidly-as is Dorsay's "Divine," a right-priced perfume whose arrival was announced to Sample "charge" customers by means of stuffers inserted in their month-end bills.

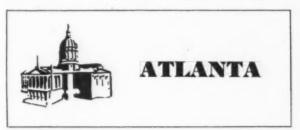
At Harvey & Carey, a drug chain having eleven stores in Buffalo and the balance throughout western New York and Western Pennsylvania, it was observed that perfumes and toiletries generally are moving rather slowly. However, compact sales for the past two months exceeded the total of the preceding ten months! Largely responsible for this upsweep was a phenomenally popular 8-ball compact which was an exact replica of an 8-ball and sold for \$1.98. All of which once more proves that an item with good use, designed in a novel and possibly humorous manner, is a sure seller.

Elegant soaps and first-class facial tissues kept up the volume of Flint & Kent, a department store whose "carriage trade" clientele has only become mixed with the "carriageless" since the War. Soaps of Guerlain, Chanel and Bronnley of England enjoy tremendous popularity here.

Faberge led the sales of Flint & Kent's less expensive perfumes and colognes, with Guerlain and Caron topping the more expensive lines. Patou's "Joy" and "Moment Supreme" sold well, along with the small-sized packages of Chanel. . . . It was further noted that treatment lines are definitely not doing as well as they should for this time of year, with fancy goods (dresser sets, Fancy bottles, etc.) at an all-time low.

At Van Slyke's, a drug chain of the top bracket having three stores in the higer-level residential districts, we encountered a fact worthy of particular attention . . . i.e., that deodorants are not selling to the percentage of men they should. Deodorant manufacturers would realize much greater sales if they'd gear more of their advertising

Another important point was made regarding the luxury tax problem. The luxury tax is making the total cost of a purchase exceed the price that customers will pay. To break down this increasing sales resistance, it was suggested that manufacturers make their products to sell for less than they do now so that their actual retail price and luxury tax combined will still not exceed a reasonable, even-dollar figure.-Maggie Flemming



Hard-Milled Soap Sells Well

RANKLIN Simon opened their Atlanta store November 8 and did a land-office business, on the very first day, of Jacqueline Cochrane cosmetics, which were introduced to Atlanta for the first time and which is Franklin Simon's only exclusive line.

In all, they are handling only four cosmetic lines: Helena Rubinstein, Frances Denny and Germaine Monteil, in addition to Cochrane, but they are stocking each

line completely.

They feel that their promotion of Cochrane-a whole front window display in addition to placing it around in other counters throughout the first floor as a part of the general decor-was largely responsible for its immediate

But they haven't yet discovered the reason for the success of their second 'best-seller' which happened to be their own product, a tube of Hygienic Hand Cream, sell-

ing at 55 cents, plus tax.

In addition they aren't leaving a rock unturned in catering to the goodwill of each customer. Into each magenta and gray striped package that goes out of the store, there is a small oblong of pink tissue paper, thanking the customer for her patronage and inviting her to call again

While a few of the stores are putting out Christmas feelers-like Rich's, for instance, with center aisle displays of gift suggestions for 'her' and 'him,' none of them have yet felt the swift surge of holiday buying.

All in all, though, cosmetic sales have remained steady, without the slight slump that usually precedes Christmas sales.

Two new products to these parts are expected to find quick takers. The first, which is being stocked generally, is Merlene's Minit Curl Caps, and the second, which is only in one department store (as yet) and in three beauty salons, is Vitols. Although probably more of a drug item than beauty, though closely allied, these little pills are a combination of calcium with viosterol and are claimed by their manufacturer, Miss Narvella White, a local beautician, to stop fingernails from splitting and cracking and also to make them grow.

Another store, J. P. Allen's, have rediscovered a new favorite. Morny's soap, and English hard-milled soap, in both bath and pellet size, is back and going like the proverbial hot cakes. According to Molly Schreiber, their buyer, 'we don't put them out on the counter any more.'

-Maynita Gerry

BALTIMORE

Too Many Lipstick Shades

BEAUTY has gone to the heads of Baltimore women.

. . . As a cosmetic buyer in one of the leading department stores so aptly put it, "Women are absolutely excited about their hair and any new product that enhances this proverbial crowning glory."

Retailers are aware that hair preparations will mean thousands and thousands of dollars this year, and they are pushing them vigorously with direct mail and newspaper advertising and showcase and outside window displays.

Women here have become as hair-conscious as they are fashion-conscious. Convinced that short hair is here to stay, they have gone all out in the effort. According to local hairdressers, Baltimore women have adopted the short, cap-shape vogue more readily than they have accepted any hair-styling innovation in the last 25 years. In view of this trend and the new interest that it is producing, buyers are watching scalp pomades, shampoos, rinses, and miscellaneous hair lotions move across the counters with the same rapidity as the home permanents. They trace their success to applied salesmanship, popularly referred to as "educating" the consumer.

WAVE DEVICES IN CAPSULES

Insta-Curl and Minit-Curl (wave devices in capsule form) were introduced last month and claimed an immediate audience. Of the cold wave kits, Toni is still the best-seller. Buyers attribute this to the intense national advertising by the manufacturer.

Dial, the deodorant soap, made its local debut the second week in November. It was ushered in with mat service advertising from the manufacturer, large ads by

the individual stores, and prominent display positions, but in spite of the fanfare, Dial has failed to stimulate much consumer interest. One buyer traced this to the reluctance of conservative Baltimoreans to spend 25¢ for a cake of soap. Another lays the apathy to the fact that the soap has not been advertised as being especially good for the complexion. A third blames the direction of the soap business in general. Perfumed and novelty soaps do not amount to a "row of beans," she says, compared to such nationally advertised family soaps as Palmolive, Ivory, etc.

COPING WITH GIFT ALLEYS

Buyers are not in accord on how to approach most successfully the big holiday season. The subject on which there is the greatest opinion departure is how to cope with gift alleys which display store-wide merchandise. Most of the buyers are of the opinion that these "soup to nuts" sections are more bother than the sales receipts are worth. For the most part, contingents who are not familiar with cosmetics are stationed at the center. Hence, there is little opportunity for intelligent selling. One buyer has been relieved of the problem as the store has discontinued the "holiday mart" idea. Three of the others are passively bearing with it, stocking and servicing as the demand warrants, but concentrating attention in their own departments. Another buyer plans to rotate his merchandise on the gift counter every two days. He hopes that requests for the transient items will lead traffic into the cosmetic department.

MODERATE PRICED GIFTS SELL

Moderate-priced Yuletide ensembles are being stocked in quantity. Buyers know from experience that it is difficult to sell Baltimoreans boxed-sets exceeding the \$5 mark. The reduction of box charges by manufacturers



The manufacturers who fail to take advantage of sampling situations are losing out on dividends which this type of promotion pays.

is appreciated, and buyers are anxious to see if sales will increase. They report that the cost of "pretty packaging" last year was a considerable hindrance.

All of the cosmetic departments in the large stores are featuring men's toiletries and gift selections. "It's not profitable to stock these items in the men's furnishings department," one buyer explains. "About 80 per cent of men's toilet articles are purchased by women." In some instances the men's groupings have been given the choice display area in the department.

DARKER LIPSTICK TONES RETURN

The slightly darker and redder lipstick tones are coming into their own gradually, but the purples and black reds are definitely out. "Revlon frequently sets the pace," one buyer notes, "but the Orchids to You promotion was a failure. The best merchandise in the world won't convince Baltimore women to buy purplish lipstick when they simply don't like it." There is a wide-spread complaint that manufacturers introduce too many lipsticks without suspending the old shades. This floods the market with too many hues and dampens wise selling. Retailers feel that manufacturers could give greater emphasis to the new shades by removing some of the old.

HEAVIER SCENTS EXPECTED TO SELL

Faberge is still the most important name in perfume. Heavier scents are expected to be favorites once holiday trade begins. The latter can't come too soon. Cosmetic retailers confess that the Yuletide stampede adds up to roughly one-fourth of the sales volume for the year, and they go after it tooth and nail. While Thanksgiving is two weeks off, the welcome mat is already out for Christmas shoppers. Showcases are being asked to assume the expandible properties of an accordian, in order that dis-



Stores cooperating in National color promotions report that they are becoming too numerous for the public to absorb and are losing effect.

cerning Baltimore matrons, misses, and teen-agers can't fail to find something that cousin Carrie will like.—June Graham



Make-Up Artist Boosts Sales

THE only thing Cincinnati buyers were grieving over in November was that they didn't have enough room to house all their Christmas merchandise and the displays to go with them. Christmas buying had already started, and was especially apparent in "gift sets," of perfumes, colognes, lipsticks, powders, and rouges in combinations and packed prettily.

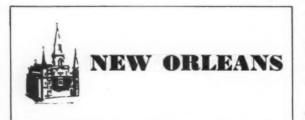
Men's shaving kits were going very well (Penney) as were Dorothy Perkins' colognes at a dollar (not so the perfumes). Corday is top seller at the Penney store. In general, it's the "name" scents that sell here. D'Orsay's "Intoxication" and "Divine" are bigger than ever. "Tabu" is still good, Corday's "Fame" and Lentheric's "Tweed," are consistent sellers (Fair). All this is in colognes only. Without advertising, Shalimar perfume (not cologne) was going very well by the dram (Mc-Alpin's), and gift boxes containing colognes, powder, etc, were, too. The Dow drug chain buyer is still calling for gift box novelties, can sell as many as she can get.

Revlon's new orchid shades were doing nicely at Rollman, and fabulously at Shillito, where Del Russo, the makeup man, did demonstrations on customers to a constant throng. His counter did \$250 better for the week than was expected, and did a month's business in a week. Nearby counters' business suffered wretchedly, as it always does when there's a special attention.

Other hits were Marie Earle's "Araline," in spite of its \$5 per bottle price tag (reorders are already sold); Lelong's "Taglione" and "Jabot" at less than half-price (Shillito sold 200 bottles in $2\frac{1}{2}$ days), Sulfodandrug (a gross went in less than a week at Shillito), and "Stradivari," which sold out. The expected 200 bottles on reorder aren't coming fast enough (Shillito). Dorothy Gray's estrogenic hormone lotion, with the \$2 bottle going at a dollar, resulted in wires for more, as women were already coming in for seconds.

One of the town's sensations was "Insta-Curl," the capsule hair curler at 4 for \$1.25. All stores reported large sales after full page newspaper ads, but Shillito claimed to have "the town licked so far" with "Curl-Fast," a similar product at 8 for \$1.

Cream treatments and weather lotions, some at halfprice, were bringing pleasing results, and gadgets were bringing even better than that. Jacqueline Cochran's "Clock" at \$1, Charles of the Ritz' charm bracelet containing a lipstick, and Harriet Hubbard Ayer's charm bracelet with the flask of "Golden Chance" were all top items at Pogue's. So were Elizabeth Arden's "Snow Man and Snow Maiden," perfume pins (little bugs with scentsaturated cotton) at \$1, which have been reordered. — Mary Linn White



Big Business in Small Units

STILL optimistic" is the verdict of New Orleans cosmetic buyers, referring to the possibility of a record post-war Christmas, despite a falling off of sales in some stores during the first weeks of November, compared with the previous month and with November of last year.

One feature of cosmetic buying which makes exact Christmas estimates impossible is the habit of many customers to leave cosmetic purchases until the very last minutes. Since cosmetic merchandise is standardized, whereas many other types of purchase not, shoppers do not feel the urgency about these purchases that they do about toys or scarce appliances. Furthermore, men, who are notorious last minute shoppers, do a lot of their Christmas shopping in the cosmetic department.

"We don't even unpack some of our expensive perfumes until the last week," commented one department manager.

As a result, cosmetic departments do not yet show the early Christmas boom, and will not be able to do much more than hope, until the end of December.

A general slump in sales promotion in the field of fashion may have contributed most to the November slack. Few styles shows or other stunts were scheduled. December will get started with a D. H. Holmes teen-age show, featuring give-aways by Barbara Gould and Elizabeth Arden. Christian Dior's new perfume, distributed by Charles of the Ritz, is also scheduled for some attention after the November 28 release date.

Referring to negotiations fo give-aways for a future style show, another buyer commented that co-operation in this area of promotion was greatly appreciated, and that manufacturers who fail to take advantage of giveaway situations were losing out on the dividends which this type of promotion pays.

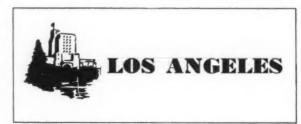
Reviewing the Christmas expectations in particular, buyers continue to feel that they will sell comparatively few of the elaborate sets and gadgets, but will do a tremendous business in small units, sufficient to make up for the loss in the other area. "Of course, we have expensive items for anyone who wants them," they explain.

Evidence for this trend is offered in the current sales picture, which shows all new small novelties doing well. An item like "Curlettes," which is a waveset applied during the shampoo, and which costs about \$1 for eight applications, is doing well, despite the low cost of home permanents (which are also doing well). The many varieties of novelty perfume container or applicator are

also favorites. Incidentally, stores here have stocked up on atomizers and crystal vials for Christmas; since they think this long scarce item is making a comeback.

Although all emphasis is on Christmas merchandise, and buyers get really sentimental over some of the tricky seasonal packaging (boosts sales, beside looking pretty on the counter), one buyer summarizes this feeling: "Now is the time when it is important Not to forget the standard items and the treatment lines. We are keeping well stocked in these throughout the holidays."

Finally, incidental intelligence on the subject of color preferences: some buyers find that among the new brighter shades of lipstick and polish, those with blue tones go better here. May very well be generally true, since on the whole, olive skinned types, which are predominant in this city, do not look as well in cosmetics with a yellowish, coral or amber hue. — Glendy Culligan



Too Few Customers Use Hair Preparations

THE emphasis in Los Angeles toiletries sections these days is on hair. Starting off with Insta Curl, Magi Curl, and other capsule-dissolved-in-water products for a quick and easy home wave, the merchandising trail has led on to full newspaper page promotions of itchy scalp remedies, hair color restorers, and more hair wavers and curlers. In the wake of these apparently new products the regular hair items, such as shampoos, tonics, and hairdressings are enjoying a place in the merchandising picture that is lifting them to new sales highs.

You hear fantastic stories of the volume that certain stores are running on Insta Curl and Magi Curl, for instance, and we know of one opening order for 75 gross, at \$1.25 per set retail, that was repeated in less than a week; of a drug chain buyer who flew to Los Angeles to place a \$9000 order for one of those products, and of another store which started with 40 gross and repeated in three days for 80 gross.

FROM GADGET TO GADGET

"Department store buyers are just living from gadget to gadget these days," said one merchandising manager the other day. "Business is fine if we have something special to offer, . . . otherwise it is flat." Another department store man supplied the information that only 16 out of every 100 department store customers are users of hair preparations, which he cited to indicate the opportunities there are for expansion in the field of hair care. One of the finest combination hair dressings and color restorers we have ever seen has died on the vine here in Los Angeles for lack of active promotion.

Hattie Carnegie's jewelled focus light in the form of a lipstick is selling well in department store toiletries sections out here. Jewelled perfume containers in the form of little golden balls set with bright colored stones, to hang on a jewelled brooch or dangle from a gold link bracelet are other items that may be seen prominently displayed in all department stores, and a good many drug store toiletries sections.

Personalizing has been lightly touched upon in toiletries sections, but from the play being currently given personalized items in other sections of department stores it seems as though a carefully worked out personalizing promotion of toiletries might meet with a ready acceptance. So far as we can see the only stores moaning about bad business are those which are running along in the regular way with regular items. Toiletries buyers who are fighting for merchandise that once would have been checked into the beauty parlor of the gift section are doing all right.—Don Cowling



PITTSBURGH

Perfume Jewelry Slated for Big Reception

A CCORDING to reports at this writing, "perfume jewelry" is slated for an enthusiastic reception by Christmas shoppers.

The jeweled perfume containers that dangle from bracelets and necklaces, or are pinned on lapels are expected to make people more perfume conscious than any single item introduced in a long while.

So far the advertising of these gadgets has been relatively small, but some cosmetic buyers plan to do some concentrated promotion of them just as soon as Christmas buying gets under way in earnest. They report the business girls and young customers find these novelties especially appealing.

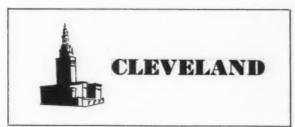
Promotion of dram-size quality perfumes have been unusually good during the holiday season in this city in the past. A repeat performance is anticipated this season.

Shooting comet in hair preparation in this city is the terrific promotion behind curling preparations put up in capsules. It got off to a splashing start and has sold extremely well.

Home permanents continue to sell at a volume pace here. Buyers report excellent repeat sales. This, they say, is an indication the item is satisfactory. Young girls, particularly, have been excellent customers. The new short hair styles which need a small amount of curl in straight hair to make the style becoming have been credited with bringing in more new business.

According to the best information available, biggest Christmas buying in cosmetics is expected in the medium-price range, i.e., from three to five dollars per item. For that reason all the clever, smartly packaged and new looking items in this price range will have attractive displays and promotion.

Customer resistance to prices is believed to be around fifteen dollars. More value for the money appears to be the general trend in cosmetic buying, which may account for nationally advertised brands being the ones asked for most often, for the customer believes she knows what she is getting.—Lenore Brundige



Christmas Shopping Later Each Year

CHRISTMAS decorations went up in some Cleveland stores the first of November. Others followed the next week. There seem to be moderate activity in the stores but Christmas buying has not started in the cosmetic departments. One buyer said that their biggest volume always came at the last of the Christmas buying season. Another buyer expressed the opinion that people were shopping later each Christmas season since the war.

His opinion is that because of the publicity of the post office department and railway express urging people to do their Christmas shopping mailing early during the was the warning was heeded. Now, the procrastinating American public has gone back to its old habits of waiting until the last minute, except for the forehanded few.

One store sent out a Christmas booklet featuring items priced from \$1 to \$5, with a few items up to \$10. The response has been very good for so early in the season. Mail orders are coming in at the rate of 100 to 125 a day. The buyer of this store is the only one who is pleased with the early Christmas business. Also, though the figures for all department stores show a decline in gross and net sales this fall, this cosmetic department has been showing a gain over last year.

The only outstanding stimulation in cosmetic departments this fall has been the new curling preparations. The reaction to this product has been either pro or con, but no buyer is neutral about its potentialities or the results of the promotions.

A large store doing a volume business which ran the first ads on Insta Curl bought five thousand pieces and has sold four thousand. Three ads were run, with good response. Here the buyer is waiting to see what the demand will be after the Christmas season before ordering any more stock. Also, he fears the price war and cut throat competition.

One store sells Insta Curl in the Notion department, another stocks in both Notion and Cosmetic departments, the others are selling only in the Cosmetic departments. None report any dissatisfaction from customers. All intend to take it off the counters until after Christmas, to make room for gift merchandise.

Other promotions this Fall included one on Black Satin. It was sprayed in the street in front of the store and the response was fair. Another store has done a good business on the new perfume containers such as lapel pins, bracelets, and key chains. Sales of purse atomizers have increased. Customers are asking when they will have tinted toilet paper.—Elizabeth Luft.

Sterol Base Products*

It is the editorial policy of The American Perfumer to use chemical names for all ingredients, and/or products, but some materials cannot be adequately described or identified except by the use of trade names adopted by the manufacturer. The quality and composition of the products designated by trade names are of course the responsibility of the manufacturer.

S TEROL Bases are non-ionic emulsifiers, emollients and penetrants which contain cholesterol, its isomers, and related sterols of animal tissue origin. These highly purified chemicals are odorless, tasteless and almost colorless. They are processed by methods developed over many years of research and experience to produce sterols of greatly enhanced activity. The sterol bases are manufactured from sterol-containing substances which are chemically split into their components. Thus the variation characteristic of biological materials, is not present in the sterol bases.

FUNCTION IN PHARMACEUTICALS

The sterol bases are used in pharmaceutical ointments for the eyes, skin and mucous membranes as well as for burns and wounds. They function as emulsifiers, penetrants, and emollients while acting as the reservoir and dispersing media for various drugs and anti-bacterial agents. The ideal ointment base in addition to these qualities, must be completely innocuous and must maintain the proper physical state of the tissues. The sterol bases meet these requirements.

The sterol bases are non-ionic surface-active agents. In a recent report, Dodd, Hartman and Ward² have shown that non-ionic agents are preferable to ionic products for use as major components of ointment vehicles. Their conclusions are based on irritation and wound healing tests.

Research carried on during the last few years on the rate of wound healing has demonstrated that the Amerchols have the unique property of non-interference with the rate of healing. This property assumes importance when one realizes that many of the materials used as emulsifiers have been found to interfere with normal healing.

A large percentage of pharmaceutical ointments are necessarily anhydrous. Penicillin ointments for example, retain their potency for a reasonable length of time only as water-free preparations.³ This type of ointment is often inefficient as shown by Claymer and Ferlauto,⁴ due primarily to poor release of the drug to the tissues. An

antagonism exists at the oil/water interface which prevents old fashioned greasy ointments from contacting moist surfaces such as are found on skin, mucous membranes and in wounds. The presence of an Amerchol sterol product in this type of preparation exerts a profound effect on the activity of the ointment by lowering the interfacial barriers and permitting a free exchange between the tissues and the drug. As a direct result, penetration and drug release are markedly increased and removal of the ointment is simplified.

USE IN COSMETICS

The sterol base products have been used in hypo-altypes as emulsifiers, stabilizers,⁵ and emollients. In lipsticks they help solubilize bromo acid dyes and act as emollients while they increase the penetration properties of the stick. They are used in cream shampoos, permanent wave solutions and emulsions, and in other products for hair wherein they act as stabilizers, conditioners and penetrants.

The presence of sterol base in cleansing creams and lotions and in shampoos, results in marked improvement in detergency. The effect of cholesterol on skin and cleansing preparations was investigated by Jones and Murray⁸ and their work, backed by impressive laboratory data, clearly demonstrated the advantages of this sterol in skin cleansing products. These investigators also report that "Cholesterol has a stabilizing influence on the emulsion present in dermal tissue, and this action tends to render the skin more or less impermeable to water."

STEROL BASES LOWER INCIDENCE OF IRRITATION

The sterol bases are used in creams and lotions of all lergic detergent preparations for some time to improve detergency and for emollience. It is therefore not surprising that recent consumer tests by cosmetic manufacturers have shown that Amerchol Cholesterol Absorption Base and Amerchol L-101, when used in low percentages, have greatly lowered the incidence of irritation in both acid and alkaline types of products. Cleansing creams, cold creams, antiperspirants, shaving creams and lotions were studied. Among the irritants in these products are aluminum salts, amines, soaps, 7.8 and alkalies. This interesting property of 'preventing' irritation is the subject of a broad medical research program which is now under way. Complete results will be published in due time.

INDUSTRIAL APPLICATIONS

While the sterol bases were developed primarily for drug and cosmetic use, the same properties which make them important in these fields have proven of great in-

This article contains excerpts from a forthcoming technical booklet compiled by American Cholesterol Products, Inc., Milltown, N.J.

* This sterol group consists of cholesterol, agnosterol, lanosterol, 7-dehydrocholesterol, dihydrocholesterol, ceryl alcohol and melissyl alcohol.





Plastic Caps

. . . TO MEET

CLASSIC

Available from stock: from 8 to 38 mm, in short, medium, and tall skirt; regular finish or with well for applicator or a holder for dropper. We can match any color you want.

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REQUIREMENTS

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For glamorous packaging of glamorous products! Available in most popular sizes and in any color. Write for details and prices.



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AND MOLDING COMPANY, INC.

PLASTIC CLOSURES

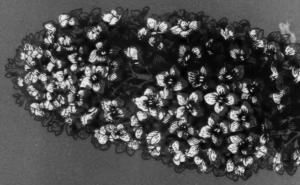
307 S. EATON STREET • BALTIMORE 24, MD.
OFFICES IN ALL PRINCIPAL CITIES

LATIN-AMERICAN REPRESENTATIVE: ROBERTO ORTIZ, HAVANA



In addition to Lilas Fleurs VII, Givaudan
offers several other specialties having a
lilac character, among which we suggest:

Lilas Fleurs No. 24 — A flowery and harmonious note, less expensive but of a somewhat similar character as Lilas Fleurs VII; it is valuable not only in lilae compositions, but in the development of other floral effects.



Lilas D'Avril - The redolence of early Spring
lilacs is captured in this valuable creation,
used as the point of departure or as
finished material in toilet waters,
creams and powders,

Lilas D'Espagne - A slightly green effect imparts originality to this lilac conception;
highly valued as base or composition for toilet water, powder and fine soap.

Lilac Blossoms N - A lilac character,
obtained at a minimum cost; useful as
base or composition in toilet waters, creams,
powders, and other toiletries.

who thought of the lilac?

"I," dew said,

"I made up the lilac

out of my head."—Humbert Wolfe

lilas fleurs vii

...the fragrance of the flower in bloom

Symbol of all that is lovely in nature, the lilac has a sweet,

elusive fragrance that stimulates the senses like a breath of Spring itself. Lilas

Fleurs VII, Givaudan's truly great reproduction of this odor, has

been accorded world-wide and unanimous acclaim. Its exquisite

character can only be described as the fragrance of the springtime

flower in bloom, capturing the full depth, power and tenacity of

one of nature's most beautiful odors.

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Time out... to wish you all the best the season offers





terest in other industries. For example; industrial sterol base products are used in rayon finishing emulsion baths to increase oil penetration, improve dyeing, and to soften yarn and give it a better finish.9 Leather, emulsion inks, and other industrial fields employ sterol bases for their surface-active properties and unusual stability in the presence of strong acids and alkalies.

1 Howes, E. L., Surg. Gyn. & Obstet., 83, 1 (1946).
2 Dodd, M. C., Hartman, F. W., and Ward, W. C., J. Am. Pharm. Assoc., 35, 33 (1946).
3 Report of the Scientific Section of the American Pharmaceutical Manufacturers Assoc., Presented by Dr. John C. Bird, Chairman, at N.Y.C. meeting, Feb. 17, 1947. Title "Stability of Penicillin in Pharmaceuticals; Tablets, Troches, Ointments and Capsules."
4 Clymer, H. A., and Ferlauto, R. J., J. Am. Pharm. Assoc., 36, 211 (1947).
5 Schulman and Cockbain, Trans. Faraday Soc., 35, 716 (1939). Ibid., 36, 631 (1940).
6 Jones, K. K., and Murray, D. E., Arch. of Derm. & Syph. 36, 119 (1937).
7 McKinney, M. W., and Edwards, L. D., Oils & Soaps, 23, 198 (1946).
8 Gooke, R. A., "Allergy in Theory and Practice," Chapter 15. W. B. Saunders Co., Philadelphia (1947).

A New Synthesis of Cyclopentenones

by C. F. H. ALLEN*

S INCE the discovery that jasmone, the ketone occurring in oil of jasmine, is a substituted cyclopentenone, practical methods of preparation for this class of compounds have been sought. A few isolated syntheses have long been known, but within the last decade, largely through the work of Hunsdiecker, a general reaction has been discovered.

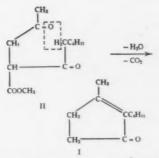
This synthesis is essentially an aldol type of intramolecular condensation of saturated 1,4-diketones. The previous nonavailability of these diketones was the main reason for delay in application of this reaction.

This condensation, which is catalyzed by hydroxyl ion, is very rapid, and the yields are high. It may be represented as follows:

It might be expected that unsymmetrical diketones would give two products; however, a methyl group attached to the carbonyl carbon atom does not take part in the condensation. The single product is always a methylcyclopentenone.

The reaction appears to be general. The only exception so far discovered is acetonylacetone, the first and longest known member of the diketone series.

Both dihydrojasmone (1-methyl-2-n-amylcyclopenten-3-one, [I, below]) and jasmone have been obtained by application of this cyclization. In these instances it is not necessary to isolate a 1,4-diketone, but the corresponding α -acyl levulinic ester, II serves as the starting material. For instance, if n-heptoyl chloride is used to acylate the acetoacetic ester (as outlined in the previous article on 1,4-diketones), the desired cyclopentenone (dihydrojasmone) can be obtained in one step.



It should be noted that the water, eliminated in the condensation, hydrolyzes the ester to the free acid, which is then decarboxylated. By a very ingenious method, the ester group can be retained in the molecule (but the cyclic ester is odorless); an ester, such as methyl or ethyl acetate, which can be easily hydrolyzed, is added to the reaction mixture. The added ester then undergoes a preferential hydrolysis, using up the water, to form an alcohol and sodium acetate. This manipulative procedure should be applicable to other condensation reactions, in which the water produced must be eliminated to avoid side reactions.

These cyclopentenones have already found a place in the perfume industry, and other applications will undoubtedly be discovered.

Grocers Eye Non-Food Lines

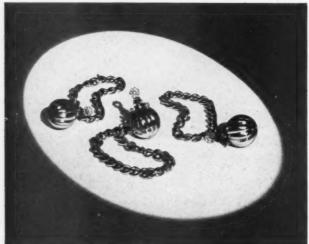
Grocers attending the 47th convention of the New York State Food Merchants Association at Saranac, N.Y., were informed that operating margins have declined 10 to 15 per cent from pre-war levels, despite increased costs. This, plus the expected lowering of food prices, makes for a trend toward the merchandising of new items. Among these items are greeting cards, kitchen utensils, toilet articles and cosmetics, baked goods and candy.



"Miss Kelly, our night cream is nothing for you to sneeze at!"

[•] Research Laboratories, Eastman Kodak Company, Rochester 4, N.Y. Reprinted from Organic Chemical Bulletin, Eastman Kodak Co.

Packaging



HARRIET HUBBARD AYER

HARRIET HUBBARD AYER: Golden Chance Perfume Bracelet has been announced by Harriet Hubbard Ayer. Made of golden links secured by a clasp, the bracelet has a ball pendant inside of which is a perfume vial. A glass stopper screws off to become an applicator. Price \$2.50.

CHARLES OF THE RITZ: Activated by electric current from the body, skating figures, replicas of Godey figurines, dance around at the touch of the hand in Charles of the Ritz' Dream Box. The box contains a dram of Directire perfume and sells at \$4.00.

KORVO: Korvo, a medicinal scalp and hair product, is packaged in an attractive eight ounce oval bottle with a black plastic Empress closure. The container offers a flattering background for the red and silver diamond cutout for the label of the bottle.

CHARLES OF THE RITZ



514 December, 1948



The American Perfumer

KORVO

MEM

MEM: Mem's latest package, containing nine cakes of guest-size soap, is called Savonettes. It comes in almond cream—pink; silver pine—green; sandalwood—brown; and lily of the valley—blue. The lid is covered with a maize embossed paper, printed in colors to match the soap. Thus salespeople can know the perfume of the soap without opening the box.

TUVACHE: A new perfume product has been introduced by Tuvaché in "Perfumed Air Mist." A spray gun is used to scent closets, drapes, dresser drawers, towels, lingerie, etc.

MME. RUBINOFF: A two-in-one, plastic package, containing powder and rouge in separate compartments, has been developed by Mme. Rubinoff. The container is ivory, printed in bright vermilion.

MARIE EARLE: Araline has been introduced by Marie Earle as a skin aid. Packaging is four bottles to the unit, thus insuring freshness. Individual bottles may be purchased. Four bottle package: \$15.00. Individual bottles \$5.00.



TUVACHE



MME. RUBINOFF



& Essential Oil Review

MARIE EARLE



December, 1948 515



Trace Flavoring Materials

Traces of a number of natural and synthetic flavoring materials have remarkable effects on the character of flavor formulation in which they are used

MORRIS B. JACOBS, Ph.D.*

E SSENTIAL oils are mixtures which have not been completely analyzed. They contain certain components which have not been isolated. Isolates obtained from essential oils, despite intensive purification, often contain traces of the original components of the essential oil from which they have been prepared, which have a marked influence on the flavor of essences or food prod-

ucts in which they are used.

For example, if we were to consider an isolate such as citral obtained from different sources, namely citral from lemon oil, from lime oil, from lemongrass oil, and from eucalyptus oil, we would note that while all the different citrals have a distinct lemon odor and taste, nevertheless each has its own individual character and nuance. The citral obtained from lime and lemon is much fresher and softer in character than that which is prepared from lemongrass oil. The latter citral still has a somewhat rough character even after rigid purification.

These different shades of flavor have some significance in the use to which the citral is put. The softer notes of lime and lemon citral make it convenient to use this type of citral for the formulation of flavors to be used for beverages. The rougher notes of lemongrass citral do not detract from its use in flavors for confectionery such as

candy drops. Citral from eucalyptus oil has relatively little commercial exploitation.

The substances which have such powerful influence on the flavor of citral are often present in such small amounts that they are difficult to detect and identify. This is, of course, true with many other materials for there are many substances which in trace amounts exert powerful effects.

As another example we can take the difference in flavor of grain spirits and ethyl alcohol obtained from other sources such as potatoes, molasses and rum, grapes and wine, and fruits and fruit wines. Despite the fact that these materials can be distilled at very high proof so that nearly all the congenerics are eliminated there are still present trace materials which give distinctive flavors to the alcohol produced.

SEARCH FOR POWERFUL FLAVORS

Flavor chemists persistently search for materials which have powerful effects in trace amounts not only by virtue of their inherent powerful flavoring action but also because of their ability to bring out strong effects when blended. Sometimes, but relatively seldom, success is achieved by a plan to produce a given material first planned on paper. More often success is obtained by running screening tests on many chemicals and being fortu-

[•] Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

nate enough to find one that serves well. At other times it is just a matter of sheer hit and miss.

NATURAL FLAVORING MATERIALS

As implied above not all materials which can be used adequately in trace or very small amounts in flavor formulation are synthetics. Some of the best results are achieved with fomulations in which natural materials are included.

An example of such use, though the term trace amounts is not wholly justified in such cases since the amount added is appreciable, is the incorporation of honey to spirits to alleviate the spirit taste. About 2 per cent is adequate when added to rum, arrac, brandy and other alcoholic beverages. Honey can be used to improve the taste of fruit wines. Thus if honey is added to apple juice before fermentation, and the apple juice is pasteurized before inoculation with the yeast culture, an apple wine of mild taste can be produced. Another preparation in which honey can be employed is in the rounding off of alcoholic flavor essences.

Sugar, too, can be used in small amounts for improving the flavor of alcoholic beverages but the amount added must be less than that which is readily perceived so that a sweet character does not predominate in the finished

Another natural flavoring material which has been successfully employed for trace effects is a good, fullbodied peppermint oil. The effect produced by the use of peppermint oil is not attributable to its menthol content since the same effect cannot be achieved by the use of menthol alone nor can many peppermint oils, themselves, be used for this purpose. The addition of an adequate peppermint oil to various preparations gives these a fresh, herbaceous, green note. This is particularly evident in flavor essences for liqueurs based on herbs such as Benedictine, Chartreuse and the like and also for citrus flavor formulations like mandarin and lemon. The addition of small amounts of a good peppermint oil is suitable in raspberry flavor formulation also.

Natural vanilla extracts are extremely useful in very small amounts in improving the flavor of various types of composition. Very likely the effect produced is attributable not only to the vanillin content but also to the resins and other components present. Some flavor chemists distinguish between the types of vanilla extract themselves and prefer Mexican vanilla beans for frozen desserts and extracts from Bourbon vanilla beans for

flavoring baked goods, puddings, and sirups.

Burger stresses the point that a trace of real tincture of mush possesses distinctive taste qualities, in addition to the well-known odorous and fixative value for which it is widely used in perfumery, so that it is of value for employment in liqueur, cordial, and alcoholic flavor essences. Probably its most important function in such compositions is that of a fixative but it undoubtedly also serves to round out the formulation. According to Burger, the secret of the excellent flavor of certain French Benedictine and Chartreuse liqueurs is attributable to the incorporation of a trace of tincture of musk.

SYNTHETIC MATERIALS

In many articles previously published, I have mentioned the use of trace amounts of powerful synthetic flavoring materials for the production of adequate essences. Often such materials are essential for a good product. But in addition to the use of powerful synthetics for their inherent flavor value, is the use of synthetic aromatics for rounding off artificial fruit flavors.

Without the addition of trace materials, many artificial flavors have an estery or sweetish character that stresses their artificiality. By the addition of certain synthetic materials as well as by the addition of such natural flavoring materials as mentioned above, the artificial character can be greatly diminished, and the entire flavor effect can be rounded off.

One factor that must be stressed, is that the addition of such modifiers must be carefully guarded for the addition of too much, even though we are speaking of trace amounts, is often sufficient to spoil a composition, by giving it too pronounced a note of the material added as the rounding agent or giving it too much of a perfume character, and the like. At times, a highly perfumed note is considered desirable as in the preparation of pastilles flavored with ionone and commonly used after drinking of alcoholic beverages or after smoking.

SYNTHETICS IN FLAVOR FORMULATION

Three synthetic materials of almost universal application in flavor formulation are vanillin, coumarin, and benzaldehyde. Vanillin and benzaldehyde are often used in small quantities in coffee, cocoa, egg-nog and chocolate flavors. Flavor distillates of coffee and cocoa may well be improved by the use of trace amounts of these synthetics. A glance at any formula book of flavor compositions will readily illustrate the wide acceptance of these materials. Bourbonal, that is, ethylvanillin can very likely be used in place of vanillin.

Some authorities attest to the fact that trace amounts of coumarin and vanillin have a remarkable effect in the improvement of whiskey and brandy. In a concentration of only 4 parts of vanillin per million of the beverage, the presence of vanillin is not detectable by aroma but the taste of the alcoholic beverage is distinctly improved by the virtual elimination of the spirit character of the

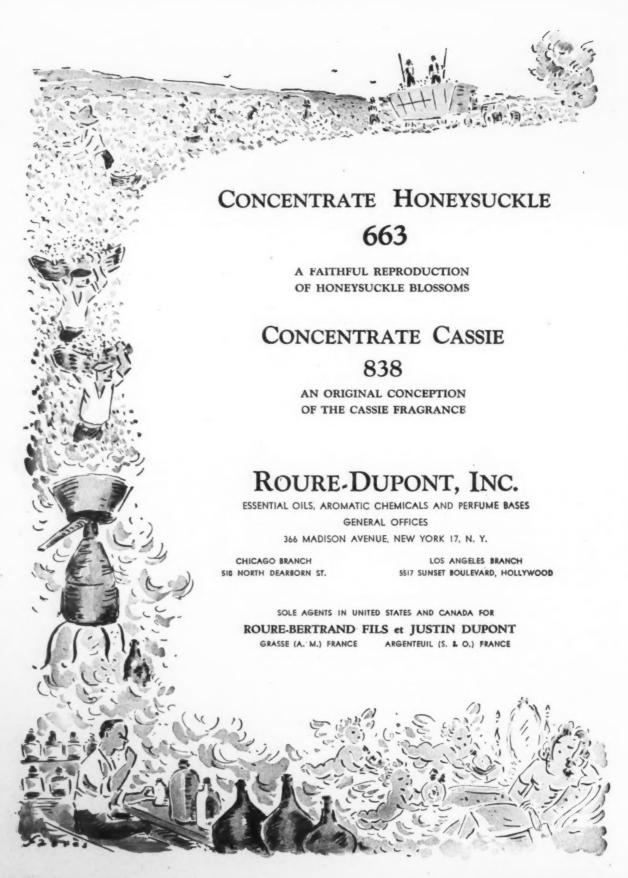
beverage.

A few other illustrations of the use of trace amounts and very small amounts of synthetics in the improvement of certain fruit flavor formulations might be helpful. For instance bromelia, (new Nerolin, ethyl 2-naphthyl ether) has been suggested for shading berry flavors like blackberry, cranberry, gooseberry, mulberry, raspberry, and strawberry and for other flavors like cherry, coffee, date, plum, and tea. N-Methyl methyl anthranilate has been suggested for shading banana, peach, plum, orange, lemon, apricot, and honey flavor essences. Ionones are useful in raspberry, mulberry, strawberry and plum compositions. Many other examples can be given and are cited in my book, "Synthetic Food Adjuncts."

Flavored Notes

The second semester of the course Chemistry and Technology of Food and Food Products given at the Polytechnic Institute of Brooklyn will start in February. Registration takes place the latter part of January

-M.B.I.





Detergents—The New Synthetics

LAWRENCE FLETT*

Synthetic detergents are the latest addition to the rapidly growing group of synthetics. The organic chemical industry of the United States has been made great by the chemist's success at inventing synthetics which would do a better job than the products nature gave us. The earliest of the synthetics were the synthetic dyes, invented by Perkin in 1856. Since that time chemistry has produced synthetic drugs which have crowded the botanical drugs off the drug store shelf; marvelous synthetic fuels for exacting airplane engines; synthetic foods; synthetic rubber; synthetic waxes; synthetic resins and synthetic plastics.

Chemists have learned to make nature's products in the laboratory and to surpass nature. It is interesting to note that man has made synthetics only in fields where nature has first provided the model. One cannot help but wonder what stroke of genius would invent something which was never known in nature but which would be as valuable as food, clothing and shelter.

Although chemists have aped nature they have shown great genius in outdoing nature with their synthetics. Nylon has uses where it is far superior to silk. Synthetic thermosetting resins have become one of our most important structural materials whereas the products of nature found little use. New drugs are making us healthier and prolonging life.

SOAP IS THE NATURAL DETERGENT

The synthetic detergent is in every way living up to its illustrious predecessors. The natural detergent is soap. It has been manufactured for many centuries and during that time it was the only important washing agent. To be sure dishwashing and metal cleaning were done with mixtures of alkaline salts but the real scrubbing out of

dirt was done with soap. Perhaps it would have been better if we had called the "synthetic detergents" "synthetic soaps" because they more closely resemble soap.

The century old history of the development of synthetics shows certain uniformities in their acceptance and in their effect on markets for the natural products. This has made it possible to foresee from the start the probable course which the development of the synthetic detergent would take and to make reasonable predictions with respect to the future. Up to the present the development of the synthetics and their lack of effect on the soap market have justified all expectations.

When a synthetic is first produced there is a wave of enthusiasm and the synthetic is expected to realize a quick market by taking over the market for the natural product. This does not happen. A study of the past market developments of synthetics shows clearly the astonishing fact that the consumption of the natural product continues to increase after the synthetic market is well established. It is also an established fact that over a long period of years the market for the synthetic completely overshadows the market for the natural product.

It may be very difficult at this stage of development to visualize both an increased soap market and a market for synthetic detergents which will exceed the present market for soap but if this does not happen it will be the first time in the history of the great American chemical industry. There is every indication in this early stage of market development that the production of synthetic detergents will surpass the market for soap. This is not short range prediction. Such developments in the past have taken decades.

A most interesting example of synthetic development is to be found in the study of synthetic fibers. The Chardonnet or nitrocellulose silk was discovered about 69 years ago. By 1920 it had been largely replaced by rayon which was then called "artificial silk." The world production at that time amounted to about 30 million

Director, New Products Division, National Aniline Division, Allied Chemical & Dye Corp.

pounds a year. At that time the consumption of real silk was about 40 million pounds a year. In 1940 the production of "artificial silk" or rayon had increased to 2,000 million pounds and in spite of this unbelievable development, the consumption of real silk had gone from 40 million pounds to 120 million pounds, an increase of 300 per cent.

In the past century, since Perkin's discovery, the market for synthetic dyes has expanded so that the market for natural dyestuffs is hardly known to exist and still the consumption of natural dyes is greater today than it was when the synthetic dyes were first developed.

These examples are typical of the development of synthetics. There is an interesting story to be found in connection with the development of synthetic rubber, synthetic fuels, synthetic drugs and all the other synthetics.

BROADER CONSUMER MARKETS DEVELOP

The upsurge in production when synthetics are introduced must, of course, mean broader consumer markets. Natures luxuries became everyday necessities enjoyed by everyone when low cost synthetics became available. This can be better understood by looking again at the past developments. Prior to the manufacture of synthetic coal tar dyes, the natural dyestuffs were distinctly a luxury item, enjoyed by the nobility. The use of red in the English soldiers "red coat," of colonial days, was decreed by an English king at a time when high cost and lack of demand threatened the English vegetable dye industry with extinction. When the synthetic came, cheaper dyes were made available, new dyes with beautiful shades. Dyeing methods were simplified and dyes were made which did not bleed when washed. Brighter and faster synthetic dyes, which could be easily applied, soon brought about a great dyestuff market. The real advance in dyestuff manufacture came with the introduction of technical service to the American dyestuff and chemical industries about the year of 1900. This new science of marketing served to promote the use of dyestuffs in places where it was never thought of before and it provided dyes which would give permanent colors to materials which could not be satisfactorily colored before. Technical service has been so successful that substantially every manufactured article is colored. As you gaze about you it is difficult to find any object which is not colored; even the white shirt is tinted blue. This is a true credit to synthetic genius and marketing skill.

The development of synthetic dyes is a perfect example to show why synthetic markets surpass natural markets. Wonderful new dyestuffs are still being developed and the dyestuff business is still expanding.

Plastic markets have been developed in exactly the same manner to the point where one does not have to reach very far to touch an object made of plastic.

The synthetic detergent market is younger but it is already making itself felt in our daily life. It is making better butter; automobiles have been given a more permanent finish and they speed over roads to which the synthetic has given a longer life; building materials are made stronger and lighter; working conditions are improved by laying dust; fires are more surely extinguished and vegetables are cleaner. Market development methods have improved since the early days of the dyestuff industry and they have made possible a faster market expan-

sion. The market for the synthetic detergent has grown faster than the market for any of the preceding synthetics. In 20 years the market has grown so that synthetic detergents are now being produced at a rate of 600 million pounds a year. The synthetic is already an appreciable factor in the 31/2 billion pound soap market.

This discussion is concerned with the factors which are causing this rapid development. It is concerned with the economic effects of the synthetic detergent and with the aesthetic effects of better cleanliness. It is concerned with the discussion of the factors which are causing the unprecedented development of these new washing agents.

Before the development of the synthetic detergents washing was largely limited to soap. Soap is made from oils and fats which are used for food, such as tallow, olive oil, coconut oil, in fact almost any oil. In normal times we consume 90 per cent of our fats and oils as food. From the rest we make soap, paint, resins and other products. In Germany where food was so scarce during the recent war no natural oils were converted into soap.

Soap is an excellent detergent, particularly for washing white cotton. It becomes inefficient in hard water but if enough is used it still does a good washing job. There are fields in which it has not been surpassed by the modern detergent.

EFFECTIVE UNDER ALMOST ANY CONDITION

Synthetics have been developed so that they may be used under almost any conditions. They can even be used in the hot acids or alkalis in chemical processing. They are generally less effective in strong solution than soap is but they become astonishingly effective in dilute solution. This makes the use of synthetics very economical and it makes possible cleaning operations which are not economically practical with soap. The synthetics offer an almost unlimited range of use. They can be used to put out hot fires and to clean ice cold refrigerators at freezing temperatures. They are used to clean great railroad terminals and minute crystals of chemicals. They can be used to clean instantly or they may be left in continuous contact with surfaces to be cleaned. They can be used like soap in the softest of rain water or they can be



Figure 1. Truck washing city streets. Five pounds of detergent in 2,000 gallons of water is the charge. Washes a mile of street.

used even more effectively in the hard water which is prevalent throughout inland areas of the United States. The important synthetics do not form lime soaps which are so objectionable to the housewife. Where they are used drains are as clean as the kitchen sink and there is no coating of lime soaps on washing machines to serve as a breeding place for bacteria. Synthetics can be used in sea water to wash gobs of oil from the outside of boats or to wash dishes in sea water when on shipboard, so that the precious supply of fresh water can be conserved. If the synthetics are properly used they can wash surfaces without making them slippery. The one use which best personifies the synthetic detergent is its use for washing streets (Figures 1† and 2).

It is easy to understand why soap was not used for street washing if consideration is given to what a difficult washing problem this is. The washing is done with cold water right out of the city main. The cost of the detergent must be low to make street washing economically practical. In the first place the detergent costs less than soap and in the second place an unbelievably small amount is effective. Five pounds of "Nacconol" in 2000 gallons of water are required to wash a mile of street. This is not an important factor in the cost. The washing solution must leave no soapy, slippery residue for cars to skid on. Cars have been found to hold firmly to the roads that have been freshly washed with "Nacconol," even on the sudsy street in back of the truck. The detergent must wash instantaneously to be useful in street washing. The truck moves continually forward and each spot on the road is hit for one brief instant as the truck goes by. In that instant dirt and grease must be pried loose from the hard rough pavement.

The washing of streets is seriously needed. Dust from streets is known to contain all kinds of filth; it is known as a cause of tuberculosis and it is suspected as a cause of cancer. This dust is tracked into our homes and restaurants so that we have it always with us. Satisfactory street cleaning is urgently needed. Streets with heavy traffic are made slippery by oil and grease dripped from chassis of trucks and automobiles. In this dense, fast moving traffic, quick stopping is a necessity. The time has already arrived when safe practice requires that this grease be



Figure 2. Although very dilute, the synthetic detergent gives plenty of suds and gets the street clean. Oil is seen floating down the gutter.

Table 1 HAND DISHWASHING Number of Artificially Soiled Plates Washed Soft Water (3 deg.)

Concentration Swert	0.07 per d	cent 0	.14 per cen	t		er cent	
Pure Soap	3		16		_	16	
Built Soap	0		11		33		
	H	ard Water	(20 deg.)				
Concentration	0.07 %	0.14%	0.28%		0.56%	1.12%	
Swerl	17	25	35				
Pure Soap	0	G	5		70		
Built Soap	0	0	0	-	32	116	

cleaned from the streets. That means a great market for synthetic detergents.

DIFFERENCES BETWEEN SYNTHETICS AND SOAPS

The synthetics in many respects differ so from soap that it is necessary to understand how to use them if they are to be used economically and effectively. For example it is a strange fact that soap washes dishes better in very strong solution whereas the synthetic detergent washes best in very weak solution. This cannot be better demonstrated than in the case of the dishwashing test shown in Table 1. In this test, plates are soiled with a mixture of grease and flour and washed in 6 quarts of water. The concentrations at which the test is made represents 1, 2, 4, 8 and 10 tablespoonfuls of "Swerl"* to the 6 quarts of water. In the case of Swerl, in soft water, one tablespoon washes 14 greasy plates; 2 tablespoons do not wash 28 plates but 21 plates and 4 tablespoons do not wash 56 plates but 36 plates. With pure soap exactly the opposite effect is obtained. One tablespoon washes 3 plates, 2 tablespoons washes 5 times as many and 4 tablespoons do not wash 12 plates but washes 45. This difference becomes more aggravated in the case of hard water where a great deal of the soap is rendered inactive by the lime in the water. When dishes are washed with soap as little water as possible should be used and dishes should then be rinsed. When washing dishes with "Swerl" it is best to fill up the sink. Rinsing is undesirable because the plate will drain better if it is not rinsed.

A large part of the population in the United States lives in the Central area where hard water is almost universal. People who live in hard water areas are familiar with lime soap residues and very quickly see the advantages of the synthetic detergents in hard water. Synthetic detergents will wash in any kind of water. In Figure 3 dishes are being washed in a motorboat in sea water, the very hardest water that one would expect to encounter. (See following page.)

The washing of woolen clothes provides one of the simplest and best demonstrations of the speed with which some of the new synthetics wash. Wool sweaters and stockings can be washed by squeezing seven times in a cool solution of "Swerl." This rapid washing avoids the shrinking and felting of the usual washing and gives fluffy sweaters and blankets. The wool washed in synthetics rinses very quickly and it is best not to rinse it too long because the detergent loosely combined with the wool serves to protect it against moths.

The synthetic detergents vary widely in their bacteri-

[†] Nacconol—Trademark registered in U. S. Patent Office by Allied Chemical & Dye Corp.

Trademark "Swerl" registered in the U. S. Patent Office by Allied Chemical & Dye Corp.

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Figure 3. Synthetic detergents will wash in any kind of water. Dishes are being washed in sea water, the hardest water one would find.

cidal activity. "Nacconol" NR is exceedingly effective in killing bacteria. Table 2 shows how this effectiveness is increased if the "Nacconol" is used in mildly acid solution. Table 3 shows the extent to which "Nacconol" kills the organisms causing typical communicable diseases. Here in this country, our high standards of cleanliness have reduced deaths by communicable diseases so that only 3 out of 10 people die of such diseases as compared with 7 out of 10 in less fortunate areas. The new standards of cleanliness established by the increased use of synthetic detergents is certain to again lengthen the average expected life.

A HOST OF NEW USES

The unusual properties of the synthetic detergents make possible a host of new uses. If these synthetics follow the history of the past synthetics there will be a much broader use of cleaning agents in industry, in agriculture, in distribution and in the home. Just as surely as everything was colored because of the development of synthetic dyes, everything will be washed because of the development of synthetic detergents. We will have clean streets and markets and railroad terminals. We will have better food and less spoilage, cleaner people and less disease. All of this will be accomplished with less work.

The high cost of cleanliness is generally compensated for by savings which result from cleanliness and which are often economically important. The saving of food

Table 2

BACTERICIDAL ACTION

Nacconal NR 1:5000 (Ordinary Washing Solution)

***************************************	remaining reasons	9
Organism	Time for Complete Kill	Per cent Organisms Killed in 5 Minutes
Staphylococcus aureus	24-48 Hrs.	99.5 per cent
Streptococcus hemolytious	0-5 Min.	100 per cent
Eberthella typhosa	Over 24 Hrs.	73 per cent
Corynebacterium diphtheriae	0-5 Min.	100 per cent
Diplococcus pneumoniae	1-2 Hrs.	98.7 per cent
Streptococcus mastitidis	0-2 Min.	100 per cent

Table 3 BACTERICIDAL ACTIVITY OF 1:500 NACCONOL NR AGAINST STAPHYLOCOCCUS AUREUS

5 minutes at 37 deg. C. Nacconol N

Naccouol MK				
Bac-				
lled				
99				
33				
53				
94				
11				
75				
83				
4 7				

and clothing have already been mentioned. There are many industrial savings. Synthetic detergents added to alkaline cleaning baths make the baths last longer, added to plaster they make stronger but lighter wallboard with a saving of gypsum and mechanical supports. They save steel in pickling and improve the protection of metal by better surface coatings. They save coal because they can be used in colder solutions and they save equipment because they speed up operations and so increase production. They save lime and caustic and chlorine by improving their efficiency. Wherever a solid material must be brought into contact with a treating solution, there is almost certain to be a saving.

Synthetic detergents are being used in every large industry and substantially every research laboratory in the country is studying the use of these wonderful new products because they have proven so effective in saving material, improving quality and speeding up production.

DRUGGISTS' PART IN SYNTHETICS

The druggist finds many new preparations made with synthetic detergents. There are bubble baths, shampoos, dentifrices, antiseptics, diaper washes. There are cakes for those people who show an idiosyncrasy toward soap, bacteriostatic cotton and household cleaners of all types. Essentially, the druggists part in the synthetic detergent development is to take the synthetic detergents as manufactured and to mix and package them in a form particularly adapted to specific uses, such as those just mentioned. The package is accompanied with specific directions as to how the product is best applied for that particular use. Many profitable businesses have been built up on this basis. It is estimated that between 5 and 10 million pounds of synthetic detergent is sold this way across the druggists' counter.

All of these things will serve to make a great chemical business out of the synthetic detergents and a steady expansion in their use can be expected. A cleaner, healthier life can confidently be expected as more and more of the filth and dirt around us is cleaned away with synthetics.

Foaming Bath Preparations Taxable

The Department of Internal Revenue has reversed itself and now rules that bubble baths or similar foaming bath preparations, regardless of the saponaceous content, are subject to the excise tax on toilet preparations when sold at retail if perfumed or recommended as water softeners.







In each of these great centers of the Soap, Perfumery and Cosmetics industries there is a Chiris company, with a complete production and distribution service. These companies pool all the experience and technical resources which nearly 200 years of outstanding leadership in the World's Essential Oil and Aromatic industries have made available to the House of CHIRIS.

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BOOK REVIEWS

CHEMICAL ANALYSIS OF FOODS, by H. E. Cox. Third edition, 317 pages, 40 illustrations, indexed, 6 x 9 inches. The Sherwood Press, 1946, price \$8.00.

The author is quite well known in food circles, particularly in England where he is public analyst for the Metropolitan Borough of Hampstead and the County of Cornwall. The original work appeared in 1926, was revised in 1938 and now again in 1946, all of which speaks for the soundness of the methods proposed.

Considerable new material is added—although a lot of outdated data has been dropped—and combined with the current trend in British publications, the book re-

mains a small one.

Part of the new material consists of determination of total solids in milk, available carbon dioxide in baking powders, oxidation and other values for vinegar, soybean meal and rancidity tests. New methods for determining metallic impurities with organic reagents are detailed. Chemical assay methods for vitamins are included as well as methods for various substances of dietetic importance.

The author uses his own method of grouping relevant subjects as for example sugars, syrups, molasses, honey, jams, marmalade all under one group in Chapter one.

In view of the large number of wartime regulations, many of which are still in force in England, the author has been faced with the problem of deciding which to include. Wisely, he has chosen only those that seem likely to be permanent.

It would be better if the method of making alumina cream on page 10 were more explicit, for as it is, various

types of gels might be precipitated.

One can find little fault with either the material or the manner of presentation. It is more of a handibook for analysts than a large tome expounding on most precise methods. Workability, generously sprinkled with the authors own observations, make this a useful book in a food analyst's laboratory.—M.G. de N.

THE PRINCIPLES & PRACTICE OF MODERN COSMETICS, Vol. 2, Cosmetic Materials, by Ralph G. Harry. 479 pages, 51/2 x 83/4 inches. Leonard Hill Ltd., London W.l, England. 1948, price 35 shillings.

The author satisfies a great need in the cosmetic industry in offering this latest of his writing efforts. Under one cover, one finds the host of chemical and trade named materials used or offered for use in cosmetics, throughout the world, described in the following order and manner: title, synonym, chemical formula, molecular weight, occurrence or manufacture, physical and chemical properties, use in toilet preparations and dermatological action.

It was most generous of Mr. Harry to dedicate his book to two Americans who "have exhibited the finest characteristics of the American way of life" in appreciation of American aid, (presumably) given during the war. All Americans know that thinking Britons feel the same way Mr. Harry feels. But it is nice to see it in print.

The author gives and gives of his knowledge and of his wide reading experience, particularly in the sections dealing with use in toilet preparations and dermatological action. Allergies if any are described. The material is alphabetically arranged and really needs no index. Future editions might judiciously use more cross indexing of titles, for occasionally a product is better known by a trade name than by a chemical name or vice versa. If only one title is used, it might be a bit difficult to find the desired information. Additional synonyms, particularly those used in other countries would also embellish the work.

No errors are apparent. The book is well printed. All T.G.A. standards and tests available up to the time of printing, are included with a table of coal tar dyestuffs certified in the U.S. It is a fine book, warmly recommended for every cosmetic manufacturer and his chemists.—M. G. deN.

THE WATER SOLUBLE GUMS, C. L. Mantell. 279 pages, illustrated and indexed. 6 x 9 inches. Reinhold Publishing Corp., 1947, price \$6.00.

In the preface, the author states that his book "is an attempt to coordinate information relating to the water dispersible products derived largely from a wide variety of plants and known as gums."

In an effort of this type, there is just as much or more work than in a work in which the author is experimenting constantly because he has to depend on the thoroughness of his coverage either on himself or his assistants, neither of whom may be too conversant with the ramifi-

cations of the subject.

Generally, Dr. Mantell has done a pretty good job. Many useful data are brought together from hundreds of sources and arranged in a rather good system of classification. Occasionally, his wording or definition (as of surface tension) is badly constructed. The literature coverage is only fair. It is particularly weak on recent work and authors. American literature on cellulose derivatives is neglected. Colloresin is mentioned, but not Methocel.

'The pharmaceutical and cosmetic usage of gums is quite inadequate. Food use of gums is mentioned in spots only, whereas there should be a chapter on it. Some important American work is omitted. Pectin and its derivatives are omitted. The use of gums in paper manufacture is dealt with in much the same way as the food use.

The chapter on analysis, specification and identification of the gums is a good collection of data and will find much use in industry, but it is sketchy, omitting some of the A.O.A.C. Reports which would be so useful. Some of the tests are outdated.

To have done the job needed, the author could easily have expanded his text by 50 per cent, checked with both manufacturers and users more closely, thereby getting

complete coverage.

The book is needed. It is a step in the right direction and, as such, anyone using gums will welcome it. But it does need considerable more work to be complete. There are no recognizable errors, except for the use of *inedible* in place of *edible* for gelatin used in capsule manufacture. The book is well printed and bound. The type is easily read. The bibliography and illustrations follow the text in their proper place. In other words, the book is well manufactured. It is not overpriced.—M. G. deN.



Cosmetics, because of their intimate use, call for the finest and smoothest ingredients. Discriminating women insist upon materials pleasant to 'he touch, as well as flattering to the appearance.

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by ARNOLD KRUCKMAN

A FTER just short of a quarter century service in the Capital in Federal Government, Commissioner Robert E. Freer quits the Federal Trade Commission on January 1. He leaves the Commission as its Chairman, and will be succeeded by Commissioner Lowell B. Mason. The Mason succession has no particular significance; the Chairmanship in FTC rotates by seniority. But it is probable the going of Commissioner Freer may have some bearing on the prolonged strained situation that has existed in the Commission by reason of acute sociological, economic, and general disagreements over ideological theories between various members.

MORE FEDERAL CONTROLS BY COMMISSIONS

This would obviously mean that industry may expect an even more definite swing to what should not be called the Left, but may reasonably be regarded as the liberal objective socialism expressed rather one-syllable-wise by Mr. Truman during his campaign. So far as this philosophy can be epitomized (as reflected in the basing-point orders, the Morton Salt case, and similar actions), it seems to be the thought that industry should be decentralized and built up locally in regions and cities and towns, according to resources in the particular localities, and that monopolies should be destroyed or curbed nationally; but, on the other hand, that the Federal Government should build even a greater control over the administration of the regulations to control the national economy. It seems to be the latent idea that these controls should be exercised through Commissions such as the FTC, the Interstate Commerce Commission, the Federal Power Commission, the Federal Communications Commission, and similar institutions that are almost wholly an extension of the direct functions of Congress itself. You can get the idea more sharply when you hear them increasingly say here that the steel troubles (which are shutting down many smaller businesses) should be solved by the creation of a Commission to regulate the steel business much as today the Federal Trade Commission regulates monopolistic practices in trade, and the Interstate Commerce Commission regulates the transportation systems of the nation. It would seem that, in effect, the Federal Government would then become the great over-all benevolent ultimate monopoly to set the boundaries of what industry may do, and how industry may do it. Industry would be de-monopolized, and Government would be super-monopolized.

NO DATE FOR TRADE PRACTICE CONFERENCE

There is nothing new about the pending conference on the trade practice rules for the toiletries industry. No decision has been made (in the latter part of November) concerning the time of the hearing. There are many rumors, and there are many off-record promises that this will take place, and that may occur. But there is nothing that can be called authentic. The blockade arises from the reasons repeatedly suggested in this column. The new shuffle in the personnel of the Commissionerships, and the new legislation which may be offered for enactment in the 81st Congress, is expected to have some bearing on the eventual action in regard to the trade practice rules for toiletries.

WHAT LIES AHEAD IN LEGISLATION

Those best qualified to say, tell us the President's campaign promises will be carried out as literally as the Congress will permit. Over-all, this again spells that social objectives come before anything else when there is conflict with other objectives. The Better Life of the Majority will be the ultimate aim of the White House and the Hill, as they see the picture right now. What the future may bring, when the first fine ardor burns lower, remains to be seen. If the Better Life of the Majority is the chief purpose of the Government's socialization purpose, it means the Choicer Life of the Minority must be subordinated to the mass.

PRICE CURBS AND ALLOCATION LIKELY

It is confidently expected prices will be curbed, and materials will be allocated. The president expects to get discretionary powers. Taxes will be boosted because they must be increased to meet the Budget needs if the proposed billions are obtained without deficit financing. Corporate taxes will be hoisted first, and taxes in the upper and upper-middle individual income brackets next. Split-income levies for married couples will be continued. Excess profit taxes are expected to be in the forefront.

Fair Employment Practices will be Federalized as law, together with other civil rights, as promised during the campaign. There will be no Government reorganization suggested by Hoover's Commission. The Federal Budget will run somewhere between \$45,000,000,000 and \$50,000,000,000. Foreign policy is expected to continue along present lines, with Senator Tom Connally, of Texas, succeeding Senator Vandenburg as Chairman of the powerful Senate Foreign Affairs Committee. Washington generally thinks this is unfortunate.

WAR EXPENDITURES OVER 26 BILLION

War preparations will continue more aggressively and openly. Europe is to be re-armed. Total over-all war expenditures, the coming fiscal year, are expected to reach something between \$26,000,000,000 and \$30,000, 000,000. ECA in France is regarded as a complete failure. The Communistic coal strikes, and other Communistic inspired activities, are considered to have more than cancelled, the investment we have made ECAward in France. Competent judges in Government take a very dim view of the prospects of peace. Not that Russia particularly wants war, but it is said to want what it wants more urgently than peace. Non-military experts as well as military experts tell us that the Red Army is the most powerful land fighting instrument ever established in history. Weather and snow and ice is regarded as bogging down present prospects of hostilities. The next danger area is May, when roads in Northern Europe become hard and dry, and every thing can move swiftly.

SMALL BUSINESS TO GET TWO COMMITTEES

Smaller Business is expected to get two new Committees in Congress, in the House and Senate; but neither is expected to know much, or do much practical work for Smaller Business unless Smaller Business moves in and forces the speed and the kind of action that is taken. Secretary Sawyer leaves the Department of Commerce January 1st, if his present aims are jelled. Defense Secretary Forrestal is expected to leave when he can do so with saving of face. Gen. Marshall, persona non grate with labor, also will be eased out. The Department of Commerce, muscle-bound with bureaucracy, is expected to undergo another face-lifting.

FLORIDA TO DEVELOP ALGINATES

Frank Bradley, Chief, Pharmaceuticals and Drugs Section of the Office of Domestic Commerce, Department of Commerce, has had interesting reactions from his report on the use of alginates in food, pharmaceuticals, and cosmetics such as shaving creams, Florida wishes to get into the business of converting its seaweed into alginate products; and several toiletries and cosmetic manufacturers wish to utilize the emulsive material. Mr. Bradley still seeks to determine how a general formula may be made for use in the cosmetic field. Chief Bradley has had appeals from various large distributors of perfumes for surveys on importations of perfumes. Some enquiries have been aimed at clarification of the differences in the tariff which increases when the containers are classified as coming in the art brackets. There is much demand that the tariff formula be adjusted to domestic dollar values and domestic distribution.

Apparently the same information is desired in relation to cologne. It has been found that the cinnamon-scented fragrances brought from South America have popularity here, as has a perfume brought from the Argentine. Unhappily there seems to be no agency which is equipped to make the survey, which has either the means or the interest. The survey should be made by either the Bureau of Census or by the U.S. Tariff Commission. Each has the machinery. Tariff studies as they now exist are not broken down in sufficient detail so that the export from Marseilles and from the Grasse are intelligible enough to be useful to those who have made enquiries. Mr. Bradley thinks a popular consumer survey, such as has been made in the past by great home periodicals, would be valuable at this time. He suggests that another regional survey, such as was made by Northwestern newspapers, would be a response to some needs. Benjamin Scher, who handles essential oils in Bradley's Section, has found considerable confusion in the terminology which applies to sassafras oil. He reports that four different classifications apparently exist with different nomenclature, meaning apparently four entirely different oils, while in reality the oils are all sassafras of different grades. The tariff, however, goes up as the names change.

TRADE AGREEMENTS ON ESSENTIAL OILS, ETC.

In January, at Geneva, the U.S. participates in a conference to make reciprocal trade agreements with 11 more nations. The purpose, of course, is to arrange reductions in present tariffs. It is anticipated the present meeting will include mostly the South American nations, and other nations of the Far East, which were not present at the last conference. The point of interest is the special emphasis on essential oils, gums, and balsams. The agreements are to be specially aimed at effectiveness immediately during the first quarter of 1949.

CITRONELLA AND LEMONGRASS PLANT PLAGUE

From Guatemala comes word that a recent study of the fields of the largest planter of citronella and lemongrass in that country, known as Los Cerritos, and located in the Escuintla District, revealed a plant malady which is progressively and very dangerously destroying the productive properties of the plants. The condition prevails throughout the area, and is spreading rapidly. The malady, unknown in the experience of botanists, retards growth, and seriously reduces the oil content. The report made by the Guatemalan Government Commission states: "Losses resulting from this unknown cause have now reached alarming proportions with the probability that the production of essential oils in Guatemala will continue to fall off seriously until a remedy for the plague has been discovered."

Production of essential oils in Guatemala reached a probable high in 1946 when 327,481 pounds were exported. During 1947 total exports dropped to 316,575 pounds. Exportations for 1948 are estimated at just a little more than 300,000 pounds, although acreage of citronella and lemongrass have increased materially since 1947. All signs point to a general decline in overall production for the year 1949, unless market prices rise to a point which will justify the expensive adjustments in cultural methods, which appear to be called for.





Important Esters to Come from American Hydrocarbon Synthesis

Compounds Are Useful As Solvents And Raw Materials in Syntheses

Aliphatic esters, an important class of com-pounds used widely in industry as raw materials and as solvents will soon be made more available, through the American Hydrocarbon Synthesis. These esters have many uses in the process industries, in lacquer manufacturing, and in the production of cosmetics, food

flavorings, perfumes and pharmaceuticals. From the four organic acids and the large number of alcohols to come from the water soluble stream of the synthesis, a great variety of esters can be produced. This increase in the number and variety of esters available will widen the range of physical and chemical properties obtainable from this class of compounds, and will make them a more versatile group both as raw materials and as solvents.

New Materials

Some of the esters which are to be produced ethyl acetate and butyl acetate, for exam-



Spraying of fenders with lacquer. Esters to be made available by the American Hydrocarb Synthesis are important lacquer solvents, and will help manufacturers to produce better coatings.

ple—are already well known to users of commercial chemicals. In addition to these familiar compounds, a number of new esters never before produced on a commercial scale will be offered.

Esters like normal propyl acetate, normal propyl pro-

Gives Ornamental Effects To Surface of Plastics

A continuous process for imparting an ornamental surface finish to sheets of thermo-plastic material is described in a patent published recently. An endless pressure band is looped around part of the circumference of a heated, rotating drum. Thermoplastic sheets are inserted between the drum and the pressure band. Under conditions of heat and pressure, thin flexible metal plates, having the desired surface pattern, are fed between the drum and the sheet.

Superior Quality Inks Are Now Possible With Three New Resins

New Pure Drying Long-Oil Phthalic Alkyds Are Useful For Litho Inks, Letterpress Work, and Varnishes

With the addition of three new 100% solids alkyds-Aroplaz 1271, Aroplaz 1273, and Aroplaz 1277-to its line of natural and synthetic resins, U. S. Industrial Chemicals, Inc., now offers printing ink makers a complete line of resins for use in almost every printing ink style, it was announced recently.

Want 'Tailor-Made' Snow? Here's How To Get It

Man not only can produce a laboratory snowstorm, but can now, to some extent, select the particular brand of snow he desires, according to a recent scientific report. For years variations in moisture and humidity in the sky have been regarded as the basic cause of the differences in types of snowfall. The recent experiments, however-involving the introduction of foreign vapors into a cold-chamber snowstorm - indicate another possible cause.

Crystal Structure Changed

In tests, small quantities of butyl alcohol vapor transformed a snowstorm of hexagonal plate crystals into one of hexagonal columns or prisms. When the chamber was cleared of the alcohol vapor, the snow crystals were caused to return to their original shape, the report reveals. The scientists stated that under ordinary conditions cold-chamber snowstorms usually form as hexagonal plates. By introducing a number of different vapors into the cold-chamber several freak forms, probably transi-

tional, are said to have been produced.

The new discoveries have no particular practical application in dealing with natural snowstorms as yet, the scientists said, but represent progress in unravelling the mystery of what causes weather conditions as we know them.

Enthusiastic Reception For New Non-Hazing Alkyd

Aroplaz 1248-M, the first non-hazing architectural alkyd to be marketed as such, which was introduced in the October issue of U.S.I. Chemical News, has been enthusiastically re-ceived by the protective coatings industry.

Manufacturers of finishes are already using this unique resin as the foundation for their premium white and colored lines, and for the short time that has elapsed since its introduction, the production of Aroplaz 1248-M has reached a large volume, according to officials of U. S. Industrial Chemicals, Inc. In addition to its "non-hazing" quality, enamels based on Aroplaz 1248-M exhibit unusual repellency to dirt and staining.

Users of architectural finishes, as well as manufacturers, have also evidenced keen in-terest in this new alkyd, judging by the large number of inquiries received.

Processed For Specific Purpos

Years of continual research and testing have gone into the development of new and improved resins, company officials stated, to meet the exacting requirements of standard and new fast-printing processes. The new resins have been scientifically processed for specific purposes, and are said to have ideal properties for producing superior quality inks.

These three new resins are pure drying longoil phthalic alkyds, designed to provide faster dry, better working qualities, greater scuff



New resins developed by U.S.I. will be a valuable aid in producing improved inks and varnishes for high quality printing.

resistance than litho oils, and superior color retention. They are described as useful for lithographic

bases and inks, for general let-

Seamless Plywood Tubing Can Now Be Produced

Seamless tubing can be made from molded wood, according to a patent published recently. A thermo-sensitive adhesive is applied to a number of double-ply veneers. Successively narrower strips of the veneers are introduced into a rigid cylindrical casing, through one end. An expansible membrane, placed inside the assembled veneers, is distended by a heated medium — at a pressure sufficient to press the veneers outward against the casing and mold them into a seamless tubing.

I.S.I. CHEMICAL NEWS

1948

New Method of Estimating Urethan in Blood Is Found

A new method for estimating the amount of urethan in blood has been developed by a group of British researchers. The principle upon which the analysis is based is that urethan (ethyl carbamate) is hydrolyzed quantitatively into ammonia, carbon dioxide, and ethyl alcohol by boiling in the presence of sodium hydroxide.

Procedure For Making Analysis

According to the scientists, a Folin-Wu blood filtrate is refluxed with sodium hydroxide. The ethyl alcohol produced is then distilled into potassium dichromate, and the excess dichromate is titrated with sodium thiosulfate - after the addition of potassium iodide solution. Urethan content is said to be equivalent to the amount of potassium dichromate reacted with the alcohol. The blood mate reacted with the alcohol. The blood should be as fresh as possible, the authors warn, and the patient should take no other drugs which may affect the results.

U. S. Industrial Chemicals, Inc., is now making U.S.P. urethan available in quantity to meet the demands of the pharmaceutical wade. Our deal deliver description of 1.2.

trade. Oral daily administration of 1-3 grams of the compound may maintain a relatively high blood level for a long time, the re-

searchers stated.

CONTINUED

New Resins For Printing

terpress work, and for mixing varnishes when quick drying and tough prints are desired.

Other U.S.I. Products for Printing

A number of other alkyds are available – offering a wide range of oil content, drying speed, hardness, and other properties – for use in roll coat and tin printing. Modified phenolic, standard maleic and standard natu-ral resins are also being marketed by U.S.I. for use in rotogravure printing — as well as a wide variety of resins for use in heat-dry inks, aniline inks, and steam-set inks.

Other U.S.I. products for the printing trade include alcohols, solvents, nitrocellulose solu-tions, and special perfumes and essential oils

for use in printing inks.

CONTINUED

Important Esters

pionate, and normal butyl propionate will be of particular interest to lacquer manufac-turers. Propyl acetate has properties inter-mediate between those of ethyl acetate and butyl acetate. Propyl propionate and butyl propionate are similar in properties to butyl acetate and amyl acetate, respectively. The normal-amyl acetate to be produced will be similar in properties to the fermentation amyl acetate currently in use, but is expected to have better solvent power for many materials because it is a normal ester. The new materials hold out the promise of many new pos-sibilities not only to the protective coating industry, but to all industries which use esters.

Trained Minnows Detect Phenol-Polluted Water

University scientists are now using trained fish to detect industrial water pollution, ac-cording to a recent report. Phenolic wastes, dumped by many industrial establishments into natural waters, form chlorophenol compounds in water purification plants-and these compounds give the purified drinking water an unpleasant taste and odor.

The method of detection is said to depend upon the fact that bluntnose minnows react to water containing phenol more rapidly than any known chemical methods, at concentrations lower than those which can be tasted by humans. The minnows are trained, it is reported, to expect food whenever the odor of phenol is introduced into the aquarium. When the minnows smell traces of phenol, they rush to the place where they have been accustomed to find food, the scientists stated.

Paint Simulates Wallpaper

A paint that simulates wallpaper has been developed, according to a patent published recently. It is said to contain wax, turpentine, whitening, and white lead.

'Dry' Plating Process

A metal plating process utilizing a gaseous medium is said to have been developed for plating of strip moving at fairly high speeds.

TECHNICAL DEVELOPMENTS

Further information regarding the manufacturers of these items may be obtained by writing U.S.I.

To help solve the steel drum shortage for shippers of substances in open-head returnable-type drums. a new bag-type liner, said to be made-to-measure to fit any size drum, is on the market.

A new flameproof sponge rubber, said to be made in a simple on-the-spot apparatus that delivers the material for insulation, soundproofing, or cushioning, is tough, resilient, and substantially odorless, the makers state.

A highly accurate heat measuring instrument, reported to control roll surface temperatures of calenders, dryers, and similar roll type machines within 2°F. limits, is simple to install and maintain, the manufacturers assert.

(No. 395)

For taking reflectance and gloss measurements, a new portable instrument, described as rugged and inexpensive, is now available. (No. 396)

For rapid measurement of solutions used for routine testing, as in biological assays and plant control testing, a new solution dispenser is available which is said to give accurate deliveries up (No. 397)

A stainless steel powder, said to mix with a variety of vehicles such as clear lacquer, varnish, or bronzing fluid, is useful, it is claimed, wherever acid or salt conditions exist. Application is by brush or spray, the makers state.

(No. 398)

A new durable traffic-marking paint, designed for industrial marking off of safety, storage, and traffic areas, is said to be non-slippery and re-sistant to continual cleaning. (No. 399)

A positive shut-off valve for corrosive fluids and highly penetrating liquids, designed to meet the needs of the petroleum, chemical, and related industries is said to be useful in lines handling mixtures of light hydrocarbons and hydrofluoriacid, sulfuria caid, and caust

A damp-proof, transparent, masonry coating, described as non-inflammable and non-toxic, will not peel or dust off, blister or bloom, it is claimed. As ordinary paint brush can be used for application, the makers state.

(No. 401)

An X-ray gauge to control thickness of metal, glass, paper, and plastic sheets, is claimed to offer advantages of instantaneous response to changes, no contact with material, and ready access to areas never before gauged. (No. 402)

A new porcelain-like synthetic enamel, said to have abrasion resistance definitely superior to ordinary enamel, is particularly outstanding in its resistance to alkalis and acids, the manufacturers claim.

(No. 403)

5. NOUSTRIAL CHEMICALS, 60 EAST 42ND ST., NEW YORK 17, N. Y. (U.S.) BRANCHES IN ALL PRINCIPAL CITIES INTERMEDIATES RESINS (Synthetic and Natural) *Aroples—olkyds and allied materic *Arolene—pure phenolics *Arochem—modified types ACETIC ESTERS Butanol (Normal Butyl Alcohol) Fusel Oil—Refined Butyl Acetate Ethyl Acetate Acetoacet artha anisidide Acetoacet artha chloroanii Acetoacet artha taluidida Ester Gums—oll types Congo Gums—raw, fused & esterified Natural Resins—all standard grades Ethanol (Ethyl Alcohol) OXALIC ESTERS Acetaacet-para-chiloroani Ethyl Acetoacetate Ethyl Benzoylacetate inanci (Etnyi Alcohoi) Specially Denatured—all regular and anhydraus formulas Campierely Denatured—all regular and anhydraus formulas Pure—190 proof, C.P. 95% Absolute Dibutyl Oxalate Diethyl Oxalate Pyrenane Concentro Pyrethrum Products Ratenane Products Ethyl Sadiumovalacetate PHTHALIC ESTERS ETHERS Ethyl Ether Ethyl Ether Absolute - A.C.S. INSECTIFUGE MATERIALS Diamyl Phthalate Dibutyl Phthalate *Super Pyro Anti-freeze *Solox proprietary Solve nelone ple-Mix Repellents FEED CONCENTRATES Ribaflavin Concentrates *Vacatone *Curbay B.G *Special Liquid Curbay OTHER ESTERS OTHER PRODUCTS Collodions Usernan U.S.P. Nitrocellulose Solutions of Methlonine Ethylene *ANSOLS Diethyl Carbonate ACETONE





Hints for Improving Production

Offsetting rising costs by plant modernization . . . Plants and warehouses available from government . . . Labor supply tightening . . . New equipment to insure more efficient production

PLANT modernization is always in order but particularly so in these days of high taxes and rising costs because production efficiency can effect really worth while economies to offset both. Moreover in the light of the big government defense program it is probable that the supply of metals for civilian purposes may be limited and if so new equipment may become difficult to obtain some months later. So, all told, it might not be out of order to check up and undertake some plant modernization now. It seems probable that manufacturing space will become scarcer than it is now and for that reason small and medium sized plants occupying rented quarters may be well advised to remain where they are. Often additional space may be leased to care for expansion but if not there is hardly any small plant that could not save space by careful rearrangement of its equipment. Time spent in investigating the new and improved equipment now offered to manufacturers of cosmetics, soaps and flavors and allied lines may well result in the adoption of apparatus and methods which will save time and space and increase operating efficiency.

Manufacturing Plants Available

If you are interested in acquiring a surplus government owned industrial plant from the War Assets Administration write for the "Plant Finder" which lists over 200 available surplus properties suitable for manufacturing or warehousing. Inquiries should be sent to the War Assets Administration Office of Real

Property Disposal, Washington, D.C. At the same time you may like to write to the National Security Resources Board, the Pentagon, Washington, D.C. for a booklet "National Security Factors in In-dustrial Location." It emphasizes the problems of industry location and relocation. During the war many small businesses were kept going by obtaining subcontracts to make bits and parts. In the event of another war small business assuredly would have to depend on war work to stay in business. Where a plant was located during World War I was not of great importance but in the event of another war in this atomic age the location of a plant might be the determining factor when it comes to parceling out war work.

Labor Supply Tightening

A U.S. Employment Service survey of available labor supplies shows that of the 138 principal labor market areas only 22 have surpluses of labor available for replacement and expansion purposes. The continued high demand for workers in manufacturing is resulting in the tightening of the labor market.

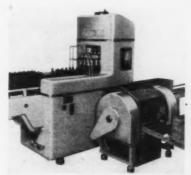
Telling Employes About Business

First among the things that employes like to read and hear is more news about their company according to a study just published by the Metropolitan Life Insurance Co., "Telling Employes About Business Operations: the Company." After outlining the things employes want to know the report studies the various media for keeping them in-

formed, illustrating the use of each with examples borrowed from companies having employe relations programs. Unquestionably improved understanding and cooperation come from well informed employes.

New Automatic Case Unpacker

A new automatic case unpacker and dumper especially useful for cosmetic manufacturers and other users of containers is offered by the Edward Ermold Co. The new machine is unique the company points out because it removes standard containers from cartons, deep or shallow cases or trays. Further, it is added, it takes filled or partially filled cases and discharges the containers onto a continuous conveyor in multiple rows and discharges empty cases from either the right or the left side depending on requirements. After initial settings are made the company states, the machine automatically refuses odd size or badly damaged cases, refuses cases containing overlength bottles and leaves broken bottles in the case for discard. The machine accepts par-



Case unpacker and dumper



I'm a better stick

Colors for cosmetics, created by Thomasset-distributed solely by Whittaker-are helping to produce more appealing, faster selling items for the cosmetic industry. For Thomasset, distinguished researchers in organic lake colors for many years, focus attention exclusively on clear, clean colors for cosmetics alone-colors that remain true batch after batch.

Call in an experienced Whittaker service engineer for a discussion of your color problems. He'll be glad to show you how you can blend color uniformity with clarity and purity consistently into your products. Chances are you'll profit from his visit ... and of course there's no obligation.

Write for technical data and laboratory samples to Whittaker, Clark and Daniels, Inc., 260 W. Broadway, New York 13, N. Y.

ALUMINUM SILICATE - BARIUM SULFATE - BENTONITE - CALCIUM CARDATE - CALCIUM HYDROXIDE - CALCIUM OXIDE - CHALK (PRECIPITATED) - CERTIFIED

DATE - CALCIUM HYDROXIDE - CALCIUM OXIDE - CHALK (PRECIPITATED) - CERTIFIED

DATE - CALCIUM CARDOXIDE - CALCIUM COLLICIDAL) - KIESELGUHE - MAGNESIUM

AND - HYDROXIM - MAGNESIUM HYDROXIDE - LO-MICRON MAGNESIUM SILICATE

SONESIUM CARBONATE - MAGNESIUM HYDROXIDE - LO-MICRON MAGNESIUM SILICATE

-MICRON OXIDE COLOTS - POWDEE BASE - PYROPHYLLITE - STEAMATES - TALC
WHITING

PROFIED AND DOMESTIC - TITANIUM DIOXIDE - PURIFIED - USP TALC - WHITING

FUMERS

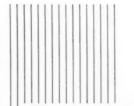
BASIC MATERIALS



avender Supreme avender B avender 282-C

for the perfume manufacturer who is looking for low cost perfume, toilet waters and colognes of high odor value. Samples and information gladly

> urnished upon request



BUSH AROMATICS, INC.



136 LIBERTY STREET NEW YORK 6, N.Y.

tially filled cases and the grippers have sufficient range to assure pickup of tilted or misaligned bottles. Controls are in an easy-to-reach position and safety devices are automatic and are designed to stop the machine with the grippers in retracted position. The basic machine consists of the automatic unpacker with the case dumper available as auxiliary equipment. The case dumper's function is to overturn empty cases in order to remove broken glass, broken caps and other debris, after which it places the cases on a conveyor in an upright position.

Air Purification

The use of activated carbon for purifying and deodorizing air in air conditioning and ventilating systems is comprehensively discussed in a recent brochure issued by the American Society of Refrigerating Engineers, 40 W. 40th St., New York 18, N.Y. The 8-page booklet contains information on the control of odors in air conditioning, selecting a suitable type of air purifier or deodorizer, economy in air recovery, computations etc. The brochure is sold for 45 cents.

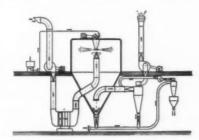
Spray Drying Equipment

Important simplifications of production methods in the processing of soaps, detergents and similar products may be brought about by the spray drying equipment of well known Danish origin offered by the Niro Corp. according to an an-



Operating under sterile conditions

nouncement from that company. The outstanding feature of the Niro method is the specially designed high speed rotary head which ejects the liquid product as a mist into the drying chamber. Circulating hot air seizes the mist as it enters the chamber and instantaneously evaporates its water content. The dry content falls to the bottom of the chamber as a fine powder and is funnelled out as a finished, easily soluble product ready for packaging and sale. The drying is said to be accomplished at a temperature so low that the original properties of the product are in no way impaired. A feature claimed for the equipment is its ability to produce powders with very high bulk densities when it is required. Reliable, trouble free operation is a result of the equipment's two stage design the company states. In addition to the construction of spray



Schematic drawing of installation

drying plants, Niro offers preliminary over-all production planning through its consultation and engineering services. Literature describing the method and its systems is available on request.

Positive Seal Disk Filter

For handling the wide range of volatile liquids used by manufacturers of perfumes, toilet waters, cosmetics lotions and flavoring extracts the new model ECD Ertel cylinder type filter will be found to be especially useful according to the Ertel Engineering Co. The new filter, it is pointed out, incorporates a new principle of double closure to insure a positive seal. The filtering elements are independently tightened from the cylinder which permits the use of various types of rigid filter media in any number up to the rated capacity of the filter. After the filtering elements are sealed the outer cylinder is independently closed by a separate hand-



Especially useful for volatile liquids

wheel. Due to the enclosed principle it is emphasized there is no loss of liquid due to evaporation or drippage. Model ECD is built so the filter effects a positive seal between the filter medium and the inlet and outlet channels. This eliminates the danger of by-passing unfiltered liquid. By removing the head and the cylinder the entire unit is exposed making reloading and cleaning simple. Standard inlet rings can be substituted for wider inlet rings when it is necessary to absorb considerable amounts of solids. The filter may be operated either by pump or by gravity and while the unit is portable it may be ordered for permanent mounting.

Electronic Controls

Electronic Controls is a bulleting issued by The Wheelco Instruments Co. It lists typical instruments made by the company. It also illustrates how easy it is to achieve instant nocontact control by use of the simple electronic circuit.

Automatic Valves for Hoses

To save wash water and steam automatic nozzle valves are offered by the Paul Valve Corp. According to the maker these valves, intended for water hoses, automatically snap shut when water is not needed. A steady, strong washing stream is afforded it is stated. The valves are stated to be compact, light, and proportioned to fit the hand comfortably without fatigue. Other valves for general chemical and industrial use are also offered by the company.



the yuletide

* season of the

year and, therefore, an opportune

* time to thank you for

your most valued patronage in the past. Just as the
ties of friendship are strengthened at the holiday season, so may
our business associations grow in mutual
accord and confidence.

Synfleur Scientific Saboratories, Inc. Monticello, N.Y.

FOUNDED 1889 BY ALDIS VON ISAROVICS

ATLANTA - DETROIT - HAVANA - RIO DE JANEIRO - MEXICO, D. F.

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MANAGUA - PANAMA - ASUNCION - MANILA - SAN SALVADOR - MONTEVIDEO

NEW YORK CITY EXPERIMENTAL LABORATORY - 509 MADISON AVE., NEW YORK 22, N. Y. — ELDORADO 5-4757

New products and processes

Fractionated Lanolin

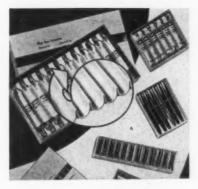
The Robinson-Wagner Co., has introduced Ceralan, a ceraceous mixture of Monohydroxyl alcohols obtained by splitting lanolin. Ceralan is a hard, waxy mass but at room temperature it is pliable and plastic. At temperatures above its melting point (50-60 deg. C), it is an ambercolored, viscous liquid. Since its sterol content runs 30-32 per cent, it is a rich source for free cholesterol. In the presence of mineral hydrocarbons, Ceralan is said to develop considerable emulsifying power, and forms cosmetic water-in-oil emulsions with a stated pronounced emollient effect. It is also of use as a stiffening and thickening agent, or as a dispersing agent. The company has issued a formulary for its

Surface Active Agent

A new synthetic surface active agent, said to be much stronger than conventional types, is being marketed under the name Sulframin AB Concentrate by the Ultra Chemical Works. This material is a very highly concentrated dodecyl toluene in small flake form. It is recommended by its manufacturer for a wide variety of uses, including cleaning compounds, textile processing, insecticide-germicide-fungicide, and cosmetics. The product is said to be resistant to acids and alkalis, and to be an excellent detergent, especially at high temperature.

Shipping Containers

By means of pre-formed separation-supports, boxes may be converted into safe containers for packing and shipping ampoules, perfume vials, paint tubes, lipsticks, and other items requiring care and protection in shipping. Called Quick-Pak Protectors, these separation supports are made of cardboard, and eliminate the need for dividers, partitions and pieces in the assembly of boxes. Quick-Pak Protectors are made with twelve space dividers, although fewer may be had



Pre-formed separation supports

if desired. They will hold objects from approximately 1/2 to 7/8 inch in diameter. Boxes with the protectors may be made upon order, to meet manufacturer's requirements, by the Cardboard Service Co.

Indicator Test Paper

The approximate concentration of quaternary germicide in use-solutions can be determined through the use of Portley Test Paper Methods, according to Fairfield Laboratories, Inc. The test papers, sensitive from 40 to 3,000 p.p.m. of quaternary germicide solution, may be immersed in the solution to be tested for 15 seconds. By comparison with color standards on the chart supplied with the test paper, the active residuum of a use-solution is determined.

New Catalogs

The Fall-Winter issue of the Flavor Catalog and price list by Fritz-sche Brothers, Inc., New York, N.Y. is available.

A completely revised and improved 1948 edition of the Syndicate Store Merchandiser "Directory of the Variety Market" has been released. The directory includes seven sections covering the variety store market. It lists more than 15,000 individual business organizations, including 1,200 variety chains in its 540 pages. Price in the United States and Canada is \$10.00.

Successful Bottle Labeling is the name of a new booklet which has been issued by National Adhesives. The new booklet is an up-to-date revision of a similar booklet which was first printed in 1941. Chapters are devoted to such subjects as Methods of Labeling, Selection of Labels, Container Design, Handling of Adhesives, Regulation and Care of Machines, and other similar subjects.

A new booklet on "101 Ways to Use 'Cel-O-Seal' Cellulose Bands" has been published by E. I. du Pont de Nemours & Co. Wilmington, Del. "Cel-O-Seal" bands are available in a wide range of colors, and in many color combinations, transparent or opaque.

Croda, Ltd. has issued cosmetic formulations for creams made with "polawax," self-emulsifying stearyl alcohol (non-ionogenic). These formulae are offered as basic examples for initiation of experimental work.

Aromatic Products, Inc., New York, N.Y., has printed a new issue of Lab-Scents.

Libbey Glass Division of the Owens-Illinois Glass Co., Toledo, Ohio has announced a new catalog which includes illustrations, descriptions, and specifications of the company's wide variety of premium glassware.

A new catalog and price list is available from George Lueders & Co., New York, N.Y.

Stokes Processing Equipment is the title of a new 20-page catalog, No. 49-C, devoted to high vacuum and its application, freeze-drying equipment, fumigating, vacuum extraction and solvent recovery apparatus, vacuum stills, pans, evaporators and condensers, etc. The new book also describes the Stokes semiplant and laboratory equipment. A copy may be obtained by writing the F. J. Stokes Machine Co.

THE ROUND TABLE -

Louis Amic Recovers from Serious Eve Operations

Louis Amic, director of Roure Bertrand Fils et Justin Dupont, Grasse and Argenteuil, France, has been visiting and conferring with officials of the American company, Roure-Dupont, Inc., for the past month. Prior to making the trip to the United States, Mr. Amic was confined to the hospital for four months where he underwent two operations on his right eye for a fallen retina. The first operation performed by an outstanding woman surgeon was not successful and six weeks later a second operation was made which was successful and his sight was saved. Despite the ordeal, Mr. Amic philosophically regarded it as an opportunity to get a needed rest as it evidently was because he is now enjoying excellent health.

Speaking of the perfumery business he notices a growing interest in French perfumes here which he attributed partially to the large number of American tourists and narrower and more intimate relations between the countries. As to the essential oil market, he felt that the market in Europe was better than here. Actually because business is coming back to normal it seems to be poorer here than it actually is. The trade is more discriminating. The time has passed when anything could be sold at a price. As a result the perfumery business is coming back to what it should be and as it was in the thirties when it was regarded as an art. Extreme odors, extreme packaging and extreme names have all gone too far. He was impressed with the work of the Com-mittee on the Use and Marketing of Perfume Products headed by J. S. Wiedhopf and felt that this is the proper way to educate the public and to build up the perfumery business on a sound basis. The first thing to emphasize is that perfumery is

not a luxury to be used only on occasion but that it is something to be used regularly by a woman as a part of her personality. If all cooperate this may be achieved.

As to essential oils generally speaking prices are as low now as possible. The artificial prices of certain essences such as jasmin are ex-



Louis Amic

traordinarily low. Since production is not great and the picture may change overnight, he was surprised at the lack of interest in essential oils in this market.

Because of weather conditions this jasmin crop is bad. The lavender crop is normal. Sudden demand for floral products from America might create a serious situation and this could very well come with an improvement in the business of American concerns. Already French colonial oils ylang ylang and geranium have gone up and that may be a harbinger of what is to come before very long.

Économic conditions in France are not as serious as the news dispatches might lead one to believe. Actually they are much better than they were and a settling down process is evident. In France, as elsewhere, the cost of living and wages must be adjusted.

Mr. Amic expects to return to France late in December.

Deodorant Patent Invalidated

The U.S. Supreme Court has invalidated the Wallace and Hand Patent No. 2,236,387 (Arrid Patent), under the date November 8, 1948. The patent covered the use of deodorants or antiperspirants in combination with urea. Urea was the novelty feature of the patent.

New Isotope to Trace Odor Effects

A new hydrogen isotope, tritium, described as "the most remarkable tracer yet developed," is being produced at Oak Ridge, Tenn., it has been announced. Tritium may be used to trace the effect of odors, according to Dr. W. F. Libby, of the Oak Ridge Institute of Nuclear Studies. Its cost is reported to be much lower than carbon tracers.

Bruno Court Opens London Branch

For many years, Flora Aromatics Co., Ltd., England has been the distributing agent for Bruno Court, Grasse, France. This arrangement has now come to an end. Bruno Court, Ltd., has now been formed to give complete service to friends in the United Kingdom. Offices, warehouse and laboratory are at present located at 59/60 Old Bailey, London, E.C.4. Telephone: CIty 4125. A complete stock of merchandise will be carried in London to insure prompt delivery. The London laboratory will make specialties and compounds from the Grasse formulae, and will be fully equipped to help solve customer's problems. M. W. Seyfried, for many years con-nected with Flora Aromatics Co., Ltd., has joined the new company.

William Lakritz, Hunter, Honored for Aid to Medical Research

William Lakritz, president of Florasynth Laboratories Inc., Chicago, Ill. has returned from his annual wild duck hunting trip in Rice, Arizona, a recreation he has enjoyed for the last eight years. Prior to that he was on a hunting trip for pheasants in Mitchell, South Dakota where he bagged ten birds or half the limit to non residents.

In addition to his manifold business responsibilities Mr. Lakritz who served as treasurer of the Dr. Jerome D. Solomon Memorial Research Foundation for three successive terms before he resigned several years ago has been re-elected to that position for the coming year. The Foundation is associated with the Hektoen Institute for Medical Research which is engaged in cancer research. In appreciation of his work a testimonial of appreciation for his humanitarian idealism as co-founder of the Foundation was presented to him. This year he collected over \$50,000 for medical research

Max Factor Expands Chicago Facilities

Max Factor & Co., Hollywood, Calif., has leased the entire seventh floor of the Mandel-Lear Building, 425 North Michigan Ave., Chicago, Ill. The firm plans to spend more than \$100,000 on offices and installations in the 62,000 square feet of leased space. Eastern and Middle-Western states are to be serviced from this location. The space is to be occupied by Sales Builders, Inc., sales subsidiary of the company. Bruce Culbertson and Lee Rosene are directors of the office.

DCAT in Collaboration With APMA

The Drug, Chemical and Allied Trade Section of the New York Board of Trade again collaborated with the American Pharmaceutical Manufacturers' Association in its mid-year meeting, which was held at the Waldorf-Astoria Hotel, December 6-8. Members of the Canadian Pharmaceutical Manufacturers' Association were invited to participate.

Lucien Lelong Promotes Opening Night

Lucien Lelong, Chicago, Ill., created a series of windows for Harzfeld's, Kansas City, as a tribute to the golden anniversary of the American Royal, Kansas City's annual horse and livestock show. The entire arena of the municipal auditorium was sprayed with Opening Night for the coronation ball. Presentations of bottles of Opening Night were made to the American Queen and her two attendants.

Papers Read Before Scientific Section

The Scientific Section of the Toilet Goods Association, Inc., meeting at the Waldorf-Astoria Hotel, New York, N.Y., December 9, heard Quantitative and Qualitative Determination of Peroxide in Mineral Oil and Petrolatum by Milton Golden, McKesson & Robbins, Inc.; Some New Methods of Determination of Consistency of Petrolatum and Waxes by A. Kinsel, Daughterty Refining, Division of L. Sonneborn Sons, Inc.; Some Technical Aspects of Hair Dyes by Ralph L. Evans, Ph.D., Evans Research & Development Corp.; Amino Acids as Chelating Agents by Arthur E. Martell, Ph.D., and F. C. Bersworth,



H. D. Goulden, secretary

Clark University and Bersworth Laboratories; and Some Current Problems in the Regulation of Cosmetics Under the Federal Food, Drug and Cosmetic Act by George P. Larrick, Associate Commissioner of Food and Drugs, Food and Drug Administration. The afternoon session was turned over to: The Piston Pycnometer-Specific Gravity and Free Gas Content of Pastes and Creams by a New Method by H. H. Tuckley, R. L. Watson Co., Division of Sterling Drug, Inc.; What Patents Can Do for the Cosmetic Industry by George B. Finnegan, Senior Partner, Morgan, Finnegan and Durham; Particle Size Determination of Cosmetic Powders by E. T. Hinkel, Jr., S. C. Machod and M. L. Tainter, Sterling Winthrop Re-search Institute; and Allergy Due to Nail Polish by Henry J. Wing, Ph.D., Research Director, Northam Warren Corp.

Dr. Saul Becomes Chiris Chief Chemist

F. E. Shoninger, president of Antoine Chiris Co., Inc., New York, has announced that Dr. Everett L. Saul has been appointed chief chemist for the company. Dr. Saul received his doctorate in 1934, at Columbia University, and after teaching organic chemistry there for four years, entered the industrial aromatic field. He has spent the past fourteen years in commercially developing perfume, flavor and allied chemicals, both from the research and the manufacturing point of view. Mr. Shoninger informs us that with the appointment of Dr. Saul, there will be a considerable development in the Chiris research and manufacturing activities.

Toni Offers New Refill Kit

The Toni Co., Chicago, Ill., is offering a new "Gold Stripe" refill kit to retail at \$1.50. It contains Toni Creme Shampoo and a new Toni Creme Rinse, in addition to the usual waving materials.

DCAT Committeemen Announced

Robert B. Magnus, Chairman of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, has announced the following chairmen to head committees for the 1948-49 fiscal year: Arbitration, J. P. Remensnyder; Auditing, Russel J. Fosbinder; Bulletin, Stanley I. Clark; Coordination, Carle M. Bigelow; Finance, Hugh S. Crosson; Legislative, Carl M. Anderson; Membership, Charles M. Macauley; Public Relations, Harold C. Green; Section Activities, Lloyd I. Volckening; and Tares, James G. Flanagan.

Society of Cosmetic Chemists Holds Interesting Meeting

The annual meeting of the Society of Cosmetic Chemists, held December 8, at the Biltmore Hotel, New York, N.Y., saw the delivery of some unusually interesting papers. They were: "Chemistry of Keratins," by Dr. Milton Harris; "Truth as a Constituent of Advertising," by Howard Henderson; "Cutaneous Reactions to Allergens and Irritants in Cosmetics," by Dr. Joseph L. Morse; "Vascular Reactions of Skin," by Dr. A. Wilbur Duryee; and "Hormones in Cosmetics," by Dr. Joseph Eidelsberg.

Lions Becomes Chief Technician for Danco

Gerard J. Danco, president of Gerard J. Danco, Inc., New York, N.Y., has announced that Dr. Fran-



Gerard J. Danco

cis Lions, with 15 years experience as technician in Grasse, France, has joined the firm as chief technician. Most of Dr. Lions' time in Grasse was spent with Camilli, Albert & Laloue, S.A., represented in this country by Danco. Dr. Lions is a third generation essential oils chemist. His father and grandfather were similarly engaged.

Perfume Advertising Falls Down

The Committee on the Use and Marketing of Perfume Products issued a preliminary report and recommendations at a luncheon held December 6, at the Waldorf-Astoria Hotel, New York, N.Y. Talks, based on a three-month study conducted in conjunction with the Psychological Corp., were made by J. S. Wiedhopf, chairman, Robert Jones, Gregory Thomas, Samuel Rubin, Herman Brooks and Pierre Harang.

The findings of the report are: That 88.5 per cent of the women interviewed had perfume, toilet water or cologne in their homes; sales are approximately two and one-half times greater than they were in 1939; women do not know how to use perfumes; they could not tell the difference between cologne and toilet water; 71 per cent of colognes were received as gifts; 84 per cent of perfumes were received as gifts; 92 per cent of both sexes approve of the constant use of perfumes; more men than women believe that perfume should be worn in the office; sales girls need special training; a special training manual is recommended to be made available to department and other stores; 66 per cent of women do not carry perfumes in

handbags; readers look on perfume advertising as sophisticated, alluring and exaggerated; 18 per cent of perfume users never look at perfume advertising; women want to see price mentioned in advertising.

The work of the Committee is to continue. Further facts on how perfume products are bought and used can be expected in the future.

Cecil Smith Retires

Cecil Smith, chairman of the Board of Directors of Yardley of London, Inc., New York, N.Y., Ifas announced his intention to retire at the end of the year. Philip C. Smith has been elected president, John F. Bales is vice-president in charge of sales, and Stephen R. Davenport has been made vice-president in charge of production.

Cecil Smith, who began his career with Yardley as a salesman, has completed 39 years with the company. In 1913, he went to Australia and represented the company for seven years. He came to this country in 1921 to form the American company. Mr. Smith has been an active member and past president of the Toilet Goods Association and of the British Empire Chamber of Commerce.

The new president, Philip C. Smith, son of Cecil Smith, joined the company in England in 1934, spending several years in that country and in Australia. In the American company, he has held various positions in both production and sales.

Insta-Curl Dropping Beauty Factors Name

The manufacturers of Insta-Curl have agreed to drop the firm name Beauty Factors, Inc., according to Max Factor, Inc., Hollywood, Calif.

Quota of \$125,000 Set for Section

The Federation of Jewish Philanthropies of New York has set a quota of \$125,000 for the Drugs and Cosmetics Division, operating under the direction of Jack I. Poses of the D'Orsay Sales Corp.

National Business Show Well Attended

The 40th National Business Show was held October 25 to 30 in Grand Central Palace, New York, N.Y. Exhibitors expressed satisfaction at the large numbers in attendance.

Memorial Service for the Late Howard S. Neiman

Friends of the late Howard S. Neiman for many years an associate editor of The American Perfumer gathered at the United States District Court, New York, N.Y. at the invitation of Judge Murray Hurlbert to pay tribute to the memory of a capable lawyer, a chemist, a poet and a friend to all who had the privilege of knowing him. Various friends paid tribute to his skill in various lines of endeavor and all joined in testifying to his sterling character. Mr. Neiman was graduated from Lehigh University as a chemist and subsequently attended New York Law School after which he specialized in patent and trade mark law, published the Textile Colorist and in his spare moments composed poetry which was published in book form under a nom de

Award for Chemical Engineering Achievement to Shell

The Shell Development Co. has been selected to receive the annual Award for Chemical Engineering Achievement, presented by Chemical Engineering, in recognition of its successful synthesis of glycerin for the first time on a commercial scale.

Dr. Katz On Extensive Tour

Dr. Alexander Katz, president of F. Ritter and Co., Los Angeles, Calif., has announced plans for an



Dr. Alexander Katz

extensive tour of the United States. He will visit company branches in New York, New Orleans, San Francisco, Seattle, Dallas, Vancouver, B.C., and Mexico City. Dr. Katz will be accompanied by his son, Allan Katz.

Dr. Bogert Awarded Medal by **Society of Cosmetic Chemists**

Dr. Marston T. Bogert has been chosen to be the recipient of the first medal award of the Society of Cosmetic Chemists. The Award Ceremony followed the regular meeting of the Society December 8, at the Biltmore Hotel, New York, N.Y. The Society's only Honorary Member, Dr. Dan Dahle, was Master of ceremonies. Both the regular meeting and the Medal Award Ceremony were open to members and nonmembers, and to ladies. Dr. Curt P. Wimmer is Chairman of the Medal Award Committee.

Scientific Meeting of EOAOUSA

The Annual Scientific Meeting of the Essential Oil Association of the U.S.A. was held December 8, at the Hotel McAlpin, New York, N.Y. Speakers listed were: Dr. W. C. Meuly, Dr. A. Fiore, Dr. A. H. Behr, Dr. C. F. Berlinghoff, Dr. G. V. Branigan, Dr. R. LeB. Daggett, Dr. A. H. Downey, Dr. Louis Hediger, Dr. E. Langenau, Dr. H. Schwarz and Dr. A. Warren.
A more detailed report on the

meeting will appear next month.

P. W. Hiller Manages Innis, **Speiden Products Development**

Paul W. Hiller, special representative for Innis, Speiden & Co., New York, N.Y., has been appointed manager of the company's newly-



Paul W. Hiller

formed Products Development Department, it has been announced by W. H. Sheffield, vice-president. Mr. Hiller has been with Innis, Speiden since 1919. He is a member of the company's Quarter Century Club. An active member of the Salesmen's Association of the American

Chemical Industry, Inc., Mr. Hiller is now secretary of the organization.

Dr. Lowe on Leave of Absence to Purdue

Announcement of a two-year leave of absence for Dr. Edmund W. Lowe, technical director of Edwal Laboratories, Inc., has been made by Dr. Walter Guthmann, head of the firm. Dr. Lowe will spend his two-year sabbatical at Purdue University.

Anchor Hocking Announces Package Sales Changes

Anchor Hocking Glass Corp., Lancaster, Ohio, has announced the following changes in its Package Sales Division: E. M. Lawrence, assistant director of sales; J. E. Bellinger, sales manager of general line containers; Edward Wells, sales manager of carbonated beverage ware and specialties; and R. B. Mac-Farlane, sales manager of closures.

Consolidated Buys Zapon Plant Equipment

The Atlas Powder Co. has closed its Zapon plant in Stamford, Conn. The plant was installed at a cost of \$2,000,000, and occupies 300,000 square feet of floor space. All machinery and equipment has been purchased by the Consolidated Products Co., Inc., New York, N.Y., for liquidation.

Struhs Joins Aroscent Sales Staff

Aroscent, Inc., recently reorganized subsidiary of Davis & Lawrence Co., Dobbs Ferry, N.Y., has added Harry W. Struhs to its sales staff. Mr. Struhs has been connected with the Procter & Gamble Co. for the past twenty-five years as sales man-ager for New York, New Jersey, Pennsylvania and New England. Other new additions to the Aroscent sales staff for the New York area are James J. Curley and Julian M. Laub. H. L. Janovsky, manager of Aroscent, has announced that plans are under way for expanding its sales organization throughout the United States, and throughout the world, through its exclusive export representative, Davis & Lawrence Co. Aroscent facilities at Dobbs Ferry are being expanded to handle the increased activity of the com-

Magnus Completes 30th Year With MM&R

Robert B. Magnus, vice-president of Magnus, Mabee & Reynard, Inc., New York, N.Y., has completed



Robert B. Magnus

his 30th year with that firm. Mr. Magnus is chairman of the Drug, Chemical and Allied Trade Section of the New York Board of Trade, and is assistant treasurer of the parent board. He is also secretary and treasurer of the Essential Oil Association of the U.S.A., and has long been active in the executive bodies of the National Wholesale Druggists Association and the American Drug Manufacturers Association.

Old Spice on the Air

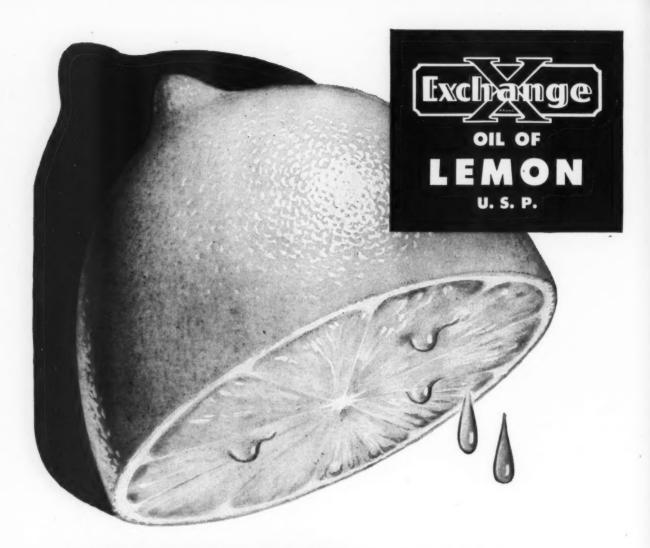
Supplementing its usual newspaper and magazine advertising, Shulton, Inc., New York, N.Y., is advertising Old Spice on the air through Harry Hershfield's new program "Now I'll Tell One."

Scotia Firm to Manufacture **Protective Creams**

Astra Laboratory, Inc., has been formed to operate an industrial and beauty protective cream manufacturing plant at 47 Mohawk St., Scotia, N.Y. Arturo deQ. Cinque is president of the corporation.

Merck's Quarter Century Club Numbers 247 Members

One hundred fifteen members of the Merck Quarter Century Club, New York and Rahway Chapters, attended the tenth annual meeting at the Essex House, Newark, November 18. They represented 3,600 years of service in Merck & Co., Inc., Rahway, N.Y. Total membership in the club is now 247.



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Emulsol Corp. Appoints Canadian Representative

The Emulsol Corp., Chicago, Ill., has announced the appointment of the Charles Albert Smith Co., Ltd., 123 Toronto, Ontario, as its sales representative for Ontario, Quebec, and the Maritimes. There is a branch office of the Smith organization at 315 Yorkville Sq., Montreal, Que.

Design and Development Engineers Interested in Packaging

Design and Development Engineers, Inc., Chicago, Ill., has acquired The Witte Co., Chicago, Ill. It thus adds package engineering and materials handling to its already established activities.

McKesson Sales and Profits Up

McKesson & Robbins, Inc., Bridgeport, Conn., has reported net profits for the first quarter of the company's fiscal year at \$1,987,213. This profit was after deductions, including provision for Federal taxes. Net sales for the quarter were \$87,340,974. Profits and sales for the cor-

responding period last year were \$1,623,350 and \$82,258,439 respectively.

Hinde & Dauch to Build Box Plant in Richmond

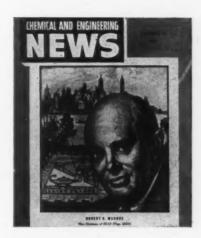
The Hinde & Dauch Paper Co. has purchased land on the Petersburg Pike, Richmond, Va., for the construction of a new corrugated box factory. The new factory will employ about 100 people and will be under the supervision of J. M. Southall. Large laboratory facilities will be available to design packing methods for customers.

Huxley-Westfried Corp. in New Location

Huxley-Westfried Corp., formerly the H & W Trading Co. is now located in the Empire State Building, New York, N.Y. The concern deals in essential oils, chemicals and minerals.

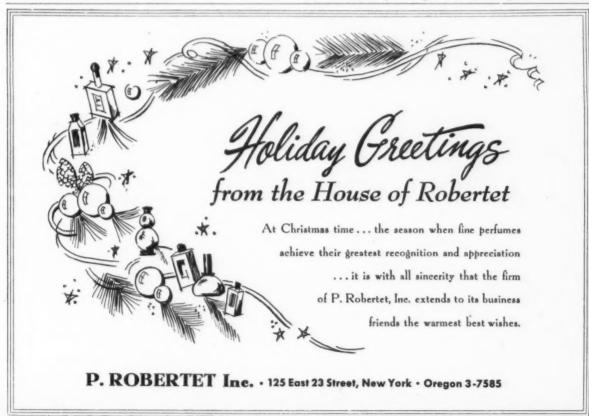
Merck Holds Family Day Celebration

About 10,000 persons attended Family Day on October 16, at Merck & Co., Rahway, N.J. Relatives and close friends of the 3,600 Rahway



Chemical & Engineering News, official publication of the American Chemical Society, honored Robert B. Magnus with the cover position upon the occasion of his election to Chairman of the Drug, Chemical and Allied Trade Section of the New York Board of Trade. Mr. Magnus is vice-president of Magnus, Mabee & Reynard, Inc., New York, N.Y.

employees saw working conditions in the plants and learned how the business operates. Guests were welcomed by company officials, including President George W. Merck.





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ADACAOM Christmas Party

The Christmas party of the Allied Drug and Cosmetic Association of Michigan was held December 11, at the Book Cadillac Hotel. The occasion was a thoroughly enjoyed one.

Kenneth Hickman Consultant with Arthur D. Little

Dr. Kenneth C. D. Hickman has made arrangements with Eastman Kodak Co. and Arthur D. Little, Inc. to act as a consultant.

Gerard J. Danco Moves

Gerard J. Danco, Inc., has moved to new quarters at 5 East 19 St., New York 3, N.Y. The telephone number is ORegon 3-6790-1-2.

Merck Has Four New Vice-Presidents

Four executives of Merck & Co., Inc., Rahway, N.J., were appointed vice-presidents recently by the Board of Directors. They are: Reginald P. Lukens, vice-president for

production; Eugene J. Lyons, for personnel; Blythe M. Reynolds, for engineering and purchasing; and Dr. J. L. K. Snyder, for domestic sales.

Detecto Scales in New Quarters

Detecto Scales, Inc., has moved all its units to a six-story-and-penthouse building at 540 Park Ave., Brooklyn, N.Y.

Anchor Hocking in New St. Louis Office

The removal of the Anchor Hocking Container, Closure and Tableware Divisions' St. Louis sales office to 1236 Paul Brown Building, 818 Olive St., has been announced.

John Calkin Opens Consulting Office

John B. Calkin, coordinator of research for Union Bag & Paper Corp., has formed his own consulting business in the pulp and paper, and chemical process industries. Offices are at 500 Fifth Ave., New York 18, N.Y.

Purely Personal

THOMAS J. MARTIN has been appointed branch sales manager at Detroit for Monsanto Chemical Co., St. Louis, Mo.

FRED S. EHRMAN, general sales manager of Bowser, Inc., Ft. Wayne, Ind., has been elected to the newly created post of vice-president and director of sales.

HELENA RUBINSTEIN sponsors WQXR's "Much Ado About Music."

GEORGE W. MERCK has received an honorary degree of Doctor of Science from Temple University. At the time, Mr. Merck spoke on "The Individual in a Changing World."

DEL RUSSO has been appointed to the newly created post of director of make-up for Revlon Products Corp., New York, N.Y.

HENRY GIFFORD has joined the Heavy Chemical Sales Division of Mathieson Chemical Corp., New York, N.Y. His headquarters will be in Chattanooga.

Season's Greetings



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CHAPTER II—THE CHEMISTRY & FUNCTION OF ESSENTIAL OILS IN PLANT LIFE. By A. J. Haagen-Smit. The Chemistry of Essential Oils; The Origin of Essential Oils; The Function of Essential Oils in Plants.

CHAPTER III—THE PRODUCTION OF ESSENTIAL OILS: METHODS OF DISTILLATION, ENFLEURAGE, MACERATION, AND EXTRACTION WITH VOLATILE SOLVENTS. By Dr. Ernest Guenther.

A. DISTILLATION OF ESSENTIAL OILS. Treatment of the Plant Material; General Methods of Distillation; Equipment for Distillation of Aromatic Plants; Practical Problems Connected with Essential Oil Distillation; Hydrodistillation of Plant Material at High and at Reduced Pressure, and with Superheated Steam, Field Distillation of Plant Material; Rectification and Fractionation of Essential Oils, Hydrodistillation of Essential Oils at High and Reduced Pressure, and with Superheated Steam.

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- C. CONCENTRATED, TERPENELESS AND SESQUITER-PENELESS ESSENTIAL OILS.

CHAPTER IV—THE EXAMINATION & ANALYSIS OF ES-SENTIAL OILS, SYNTHETICS, AND ISOLATES. By Edward E. Langenau. Introduction; Sampling and Storage; Determination of Physical Properties; Special Tests and Procedures; Detection of Adulterants; A Procedure for the Investigation of the Chemical Constituents of an Essential Oil.

APPENDIX—Use of Essential Oils; Storage of Essential Oils; Tables of Boiling Points of Isolates and Synthetics of Reduced Pressure; Conversion Tables.

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EDWARD E. LANGENAU, B.S., Director of Analytical Laboratories, Fritzsche Brothers, Inc., New York, N.Y.

GEORGE URDANG, Ph.G., D.Sc. Nat., Sc.D., Director, American Institute of the History of Pharmacy, Madison, Wisc.

Succeeding volumes will be devoted to the individual oils, their chemical constituents, botanical and geographical origin, specific methods of prodeetion, physiochemical properties, assay and use.

HYMAN ISERSON and MAU-RICE E. MIVILLE are now research chemists in the Whitemarsh Research Laboratories of Pennsylvania Salt Manufacturing Co., Philadelphia, Pa.

RIGAUD, New York, N.Y., has introduced a new 1/3 ounce size Un Air Embaume.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N.J., is introducing its new Economy Size of Colgate Dental Cream to the retail trade from Coast to Coast.

JOSEPH EDER, formerly with Victor Industries Corp., and Old Empire Manufacturing Chemists, has joined the organization of the Stanley Sapery Co.

DR. JOHN R. SKEEN, director of market research for Foster D. Snell, Inc., New York, N.Y., was the guest speaker before the New York Professional Chapter of Alpha Chi Sigma on November 3.

RUTH ANN BOLWAY has been appointed publicity director of Tussy Cosmetiques, New York, N.Y. Miss Bolway has had her own public relations office. Prior to that, she had been associated with Charm Magazine, Dana Perfumes, Consolidated Cosmetics and Shulton, Inc.

SHIRLEY COOK has been made beauty editor of Town & Country. Miss Cook has been publicity director of Tussy Cosmetiques, John Frederics and Associated Products. She was formerly beauty editor of Hillman Periodicals.

JOHN GRAHAM is representing Jean Nate, New York, N.Y., in the Southwest.

IRENE McKNIGHT represents Bonne Bell, Cleveland, Ohio, on the West Coast.

MILTON F. ANTOVILLE has been named vice-president in charge of sales for the Allen Hollander Co., Inc., New York, N.Y. Mr. Antoville was formerly a member of the Ever Ready Label Corporation's sales staff.

SIMON ASKIN, vice-president and director of Heyden Chemical Corp., New York, N.Y., has been elected a director of the recently acquired Rumford Co.



New home of Albert Albek, Inc., opened November 22, at 3573 Hayden St., Culver City, Calif. With 10,600 square feet of floor space, the new plant houses two completely equipped laboratories, as well as Albert Albek's general office and manufacturing facilities for the production of perfumes, perfume bases, flavors, seasonings and odormasks.

RICHARD F. TOMLINSON has been advanced to the position of advertising manager of Antara Products, division of General Aniline & Film Corp., New York, N.Y.

JON SOBOTKA has joined Lorr Laboratories, New York, N.Y., as supervisor of advertising and publicity. Mr. Sobotka will continue to direct the publicity of Milkmaid and Dura-Gloss.



Selected Book List

CONDENSED CHEMICAL DICTIONARY. Compiled and edited by the Editorial Staff of the Chemical Engineering Catalog, under the editorial direction of Francis M. Turner. Lists 18,000 chemicals and their synonyms, formulas, colors, properties, constants, specific gravities, melting and boiling points, solubility in water, ether and other solvents, preparation and ingredients, with process—indispensable for all who have occasion to work with chemical products or raw materials. 756 pp. \$12.00 postpaid.

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GEORGE J. FRIEDMAN has been named general sales manager of the Toni Co., Chicago, Ill. Prior to this appointment, Mr. Friedman was Western regional sales manager. He has been with the company since 1945.

ORIOLE, Atlanta, Ga., has presented two new odors for the Fall and Winter. They are: Heavenly Sunlight and Star of the East.

NORMAN F. MCKEAN, formerly executive secretary of Point of Purchase Advertising Institute, has joined the planning board of Kay, Inc., New York, N.Y.

HARRY P. SMITH has been made assistant general manager of sales for Matheison Chemical Corp., New York, N.Y.

S. THEODORE LANDE, vicepresident and sales manager of Smith Victory Corp., Buffalo, N.Y., has resigned. Mr. Lande has not announced his future plans as yet.

DR. FOSTER DEE SNELL, president of Foster D. Snell, Inc., New York, N.Y., was the speaker to The Springfield Industrial Association, November 9.

Obituary

William F. Kiefer

William F. Kiefer died at his home in Philadelphia, Pa., November 14. For the past eight years, Mr. Kiefer had represented the interests of George Lueders & Co., New York, N.Y., in his home city and surrounding territory. He will be greatly missed by his many friends.

Haskel W. Kramer

Haskel W. Kramer, president of Sales Builders, Inc., subsidiary of Max Factor & Co., Hollywood, Calif., and a member of the Board of Directors of the parent company, died at his home in Hollywood, November 8. He was 53 years of age. Mr. Kramer was born in Cleveland, Ohio. He was an organizer of Sales Builders in 1926, and was at that time sales manager. He had been ill for nearly a year and a half.

Rosa Kroog

Rosa Kroog, who, four years ago, completed fifty years service with George Lueders & Co., New York, N.Y., passed away October 25, in Brooklyn, N.Y. In November, 1894, Miss Kroog entered the employ of the late George Lueders as the first female worker and continued with the partnership and with the corporation subsequently formed. For practically half a century, Miss Kroog had charge of issuing the company's invoices, a highly important position. Her Golden Jubilee was celebrated November 12, 1944, with an elaborate banquet at the Hotel Astor. All of the company officials and approximately one hundred employees were present. In September 1946, Miss Kroog was retired on full salary.

William Thomas Gore

William Thomas Gore, vice-president and general manager of Elmo, Inc., Philadelphia, Pa., died at his home November 12, after a long illness. He was 68 years of age. Before becoming an executive of the cosmetic manufacturing firm, Mr. Gore was an official with R. H. Macy, Kauffman Brothers and N. Snellengurg & Co. A member of the Overbrook Country Club, he is survived by his widow, Mrs. Marion Sterner Gore. Mr. Gore was a native of Winchester.

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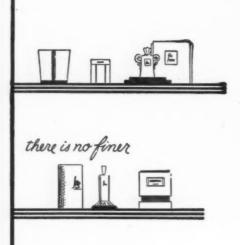
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MARKET REPORT

Alcohol Market Weak and Unsettled

THREE reductions amounting to $18\frac{1}{2}$ to $32\frac{1}{2}$ cents a gallon in alcohol prices were announced by major producers over the past month, and because of competitive conditions and prospects of still lower crude material costs, the general tone of the market continued weak and unsettled. Another factor that served to have a depressing influence upon the alcohol market was the possibility of increasing quantities of synthetic alcohol coming into the market. The synthetic material, it is learned will be marketed at prices ranging from 55 to 58 cents per gallon.

In spite of the reductions in quotations on all types of industrial alcohol, it was the consensus of opinion in the essential oil and aromatic chemical trade that the descending price curve that has characterized this group of raw materials especially essential oils, is gradually leveling off. This belief is substantiated to some extent by a stronger tone in such oils as dill, anise, petitgrain, Bourbon geranium, and bois de rose.

SHIPMENTS OF SYNTHETIC GLYCERIN

Contrary to earlier expectations, major glycerin refiners assured consumers that November prices on chemically pure material would be maintained throughout the balance of the year. Shipments of synthetic glycerin started to appear in the market several weeks ago. It was believed at that time that the appearance of synthetic material at low prices would bring about a declining market in natural glycerin during November. Demand for natural glycerin has continued in heavy volume despite the fact that consumers in most instances were endeavoring to avoid inventory purchases in the face of the longer term outlook in the market.

Since increasing quantities of synthetic material will eventually appear on the market there appears to be no reason to look for an upward price trend. On the other hand, the time when a break in natural glycerin prices develops continues to depend upon just how soon lower cost synthetic material will appear upon the market in substantially greater quantities.

Some strengthening appeared in French perfume oils such as geranium and vetiver, and there was a slight price raise in patchouli for the first time in many months. Private advices from Brazil pointed out that the price of bois de rose had been fixed at \$3 per pound f.o.b., and that producers were hoping that Christmas trade would help to use up the stock in the American market which is estimated at about 40 tons so that American importers

would again be in a position to make replacements. While there is considerable speculation as to the extent of the future demand for oils and aromatic chemicals that go into perfumes and cosmetics, it must also be remembered that the time is rapidly approaching when beverage manufacturers should again appear in the market for various oils. Chemicals that go into deodorants and insecticides shall soon be enjoying a better demand. Favored with heavy retail sales over the Christmas holiday season confectioners should find it necessary to make some replenishments early next year.

Price action in mint oils failed to be very encouraging but in view of the series of declines that have taken place in spearmint since the distillation of the new crop, and because of high costs, it is not likely that the article will go much lower. Peppermint, which has proved to be steadier than spearmint, might easily turn stronger should any sizeable export orders appear in the market. The action of both oil dillweed and oil dillseed might be regarded as an example of what could readily happen in other closely related articles. Distillation of both oils from the last crop was not as large as first indicated and now there appears to be some question as to whether there will be enough material to meet total consumer requirements.

There appears to be considerable speculation regarding the future trend in Florida orange oil which on the basis of current selling schedules is the cheapest variety of orange oil to be had in the market. Because of the favorable consumer response to concentrated orange juice, some trade factors believe that much more peel will be made available for pressing oil. On the other hand major processors faced with high labor and other costs and current low selling prices for oil may not be in a position to increase or maintain oil production. A possible recession in oil pressing operations would, it is believed, have a firmer influence upon the market. This firmness it is explained would probably be felt by February at which time some of the larger consumers should be anticipating their future requirements.

Continued firmness in such basic materials as benzol, toluol, and xylol, and higher costs of a few other crude materials should serve to keep aromatic chemicals in a relatively firm position.

DOWNWARD TREND IN MENTHOL

The trend in menthol was downward. Extended period of mild weather served to have an adverse influence upon demand. Shipping prices of Brazilian menthol from new crop peppermint oil were sharply lower but trade factors believed that these goods would arrive rather late in the consuming season to have any material effect upon the current position of the market.



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Almond Bit, per lb 4.90@ FFPA	
FFPA 4.50@	
C . T	5.25
Sweet True	.75
Apricot Kernel 45@	.50
Amber, rectified Nomin	nal
Angelica Root180.00 N	om'l
Anise, U. S. P 95@	1.00
Aspic (spike) Span 1.50@	1.75
Avocado 1.10@	1.50
Bay 1.35@	2.50
Bergamot 3.75@	4.15
Artificial 2.00@	2.75
Birch, sweet 3.00@	5.00
Birchtar, crude 1.15@	1.35
Birchtar, rectified 3.95@	4.00
Bois de Rose 3.10@	3.50
Cade, U. S. P	.70
Cajeput 2.00@	2.50
	25.00
Camphor "white" dom A5@	.65
Cananga, native 4.00@	4.75
Rectified 5.15@	5.35
Caraway 5.00@	5.50
	32.50
Cassia, rectified, U. S. P 2.00@	2.30
Cedar leaf 1.10@	1.25
U. S. P 2.00@	2.25
Cedar wood	.60
	20.00
Chamomile Roman 250.00@	
Cinnamon bark oil 35.00@	43.00

Citronella, Ceylon	.75@	1.00
Java	1.25@	1.75
Cloves, Zanzibar	1.15@	1.30
Coriander	38.00@	45.00
Imitation	8.50@	12.00
Croton	4.80@	5.25
Cumin	6.25@	6.75
Dillweed	7.85@	8.35
Erigeron	2.50@	2.85
Eucalyptus	.70@	1.00
Fennel, Sweet	3.25@	3.75
Geranium, Rose, Algerian .	11.00@	14.00
Bourbon	8.50@	11.80
Turkish	6.50@	7.85
Ginger	7.35@	8.00
Guaiae (Wood)	2.25@	2.60
Hemlock	2.35@	3.00
Juniper Berry	5.25@	5.80
Laurel leaf	21.00	Nom'
Lavandin	1.70@	2.35
Lavender, French	3.10@	6.00
Lemon, Calif	2.55@	2.75
Italian	2.75@	3.00
Lemongrass	1.25@	1.80
Limes, distilled	4.25@	4.90
Expressed	9.75@	11.00
Linaloe	3.35@	4.10
	95.00	Nom'
Marjoram	5.50@	6.10
Neroli, Bigarde P	240.00@2	260.00
Petale, extra	30.00@	190.00
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Ocotea Cymbarum	.55@	.80
Olibanum		

Opopanax	30.00@	37.00
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Brazilian	1.35@	1.65
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Orris Root, abs. (oz.)	135.00@	
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Pennyroyal, Amer	3.25@	4.10
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Wormseed	3.50@	4.00
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Bourbon	10.00@	14.00

(Continued on page 551)





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HO · HC

$$CH_3$$
 H_2C
 CH_2
 CH_2
 H_2C
 CH_2
 H_2C
 CH_2
 H
 CH_3
 H
 CH_2
 C

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Lavender			Benzyl Formate	2.00@	2.30	Iso-butyl Acetate	1.00@	1.75
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			Cinnamyl Formate		13.00			12.25
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1 . 11 1 1 5000	1000	0.00		3.40@	4.10		9.15@	9.35
Acetaldehyde 50%			Citronellol			Menthol		
Acetaphenone		1.80	Citronellyl Acetate	3.95@	5.40	Methyl Acetophenone	1.35@	1.75
Alcohol C 8		3.30	Coumarin	3.00@	3.25	Methyl Anthranilate	2.25@	2.40
C 9			Cuminic Aldehyde	7.75@	10.00	Methyl Cinnamate	1.60@	2.25
C 10		3.30	Diethylphthalate	.45@	.50	Methyl Eugenol	4.00@	6.25
C 11	14.50@		Dimethyl Anthranilate	5.00@	5.75	Methyl Heptenone	6.25@	7.00
C 12	3.45@		Ethyl Acetate	.36@	.40			60.00
Aldehyde C 8	11.00@	12.00	Ethyl Benzoate	.75@	.90	Methyl Naphthyl Ketone	3.00@	4.75
C 9	17.50@	19.00	Ethyl Butyrate	.70@	.85	Methyl Phenylacetate	1.65@	2.20
C 10	7.00@	8.50	Ethyl Capronate	3.65@	4.25	Methyl Salicylate	.40@	.45
C 11		22.00	Ethyl Cinnamate	2.45@	2.80	Musk Ambrette	5.65@	7.10
C 12	14.00@	18.00	Ethyl Formate	.65@	.75	Ketone	4.65@	5.20
C 14 (Peach so-called)	7.25@	9.00	Ethyl Propionate	.75@	1.00	Xylene	1.60@	1.75
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Amylcinnamic Aldehyde	2.80@	3.10	Geraniol, dom	3.00@	3.75	Phenylacetaldehyde 50%	2.75@	3.25
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	.69@	.75	Heliotropin, dom.	2.80@	3.50	a mongacinga Alconor	2100	2.00
Anethol	2.20@	2.75	Hydrotropic Aldehyde	6.75@	7.25	(Continued on page	553)	
Anisic Algenyde	2.200	4.13	Hydrotropic Aldenyde	0.13(1)	1.43	Continued on page	9901	

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(Continued from page 551)	Boric Acid, U. S. P., ton129.00@133.50 Calcium, phosphate08@ .0834	Rosin, M. per cwt 8.75@ Salicylic Acid
Phenylethyl Anthranilate 16,0000	Phosphate, tri-basic0660@ .0730	Saponin No. 1 2.45@
	Camphor pwd., domestic72@ .74	Silicate, 40°, drums, works,
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Safrol	Citric Acid	Spermaceti
Scatol C. P. (oz.) 3.50@ 4.10	Civet, ounce 6.00@ 20.00	Stearate Zinc U. S. P 42@ 43
Styrolyl Acetate 2.30@ 3.00	Cocoa, Butter, bulk85@ .90	Styrax 1.10@ 1.60
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(guaiacol) 3.00@ 3.05	Fuller's Earth, Mines ton 27,00@ 30.00	Tragacanth, No. 1 3.15@ 3.80
Lignin 3.00@ 3.05	a series a series in the control of	Triethanolamine 211/4@ .221/4
Vetiver Acetate 42.00@ 48.00		Violet Flowers 2.00 Nom'l
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Yara Yara (methyl ether) . 2.10@ 2.60	Amber	Zinc Uxide, U. S. P. DDIS14/4/4 .14/2
Tata Tata (mothy) cinoty . another another	Gum Benzoin, Siam 3.50@ 3.85	
•	Sumatra	OILS AND FATS
BEANS	Gum Galbanum	
DERITO	Gum Myrrh	Castor cold-pressed tanks201/2@
Tonka Beans Surinam90@ 1.00	Henna, pwd	Cocoanut, crude, Atlantic
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Mexican, whole 5.25@ 5.80	Lanolin, hydrous18@ .20	tanks
Mexican, cut 4.50@ 5.00	Anhydrous	Corn Oil, refined, tanks26@
Bourbon 5.25@ 6.00	Magnesium, carbonate11@ .121/4	Cottonseed, crude, tanks
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	Olibanum, tears	Lard Oil, common, No. 1
SUNDRIES AND DRUGS	Siftings	drums
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Ambergris, ounce 8.50@ 18.00	Paraffin	Red Oil, single distilled
Balsam, Copaiba	Peroxide (hydrogen U. S. P.	drums
Peru	bbls	Stearic Acid
Beeswax, bleached, pure	Petrolatum, white	Triple Pressed271/4@ .281/2
U. S. P	Quince Seed 1.20@ 1.50	Double Pressed 241/2@ .251/2
Yellow, refined	Rice Starch Nominal	Tallow, acidless, drums19@ .19½
	Mice Starch Nominal	ranow, acquess, urums 1702 .1772
Diameth enhaltments 9 2000	Page demand male 4000 50	Tallow ontes 123/@
Bismuth, subnitrate 2.30@ Borax, crystals, carlot ton . 74.50@ 76.00	Rose flowers, pale	Tallow, extra

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INDEX TO ADVERTISERS

Alrose Chemical Co. - Alsop Engineering Corp. 555 American Cholesteral Products, Inc. 543 Aromatic Products, Inc. 475 Aroscent, Inc. 552 Atlas Powder Co. 476 Avon Allied Products, Inc. 473	Hamza Plantations —— Hazel-Atlas Glass Co. 484 Heyden Chemical Corp. —— Horn, John 556	Richford Corp. 548 Ritter & Co., F. 490 Robert Inc., Henri 540 Robertet, Inc., P. 539 Rohm & Haas Co. — Roure-Dupont, Inc. 518
Bopf-Whittam Corp	Innis, Speiden & Company	Schimmel & Co., Inc
California Fruit Growers Exchange 538 Carbide & Carbon Chemicals Corp. 492 Carr-Lowrey Glass Co. — Chaleyer, Ph., Inc. 541 Chiris Co., Inc., Antoine 524 Classified Advertisements 554 Consolidated Fruit Jar Co. 555 Cortizas, M., & Co. — Cosmetries, Inc. 550	Lautier Fils, Inc	Syntomatic Corp. — Tennessee Products & Chemical Corp. 548 Tombarel Freres
Danco, Inc., Gerard J	Maryland Glass Corp. 470 Merck & Co., Inc. 526	Ungerer & Co Inside Front Cover Union Carbide & Carbon Corp 492 U. S. Industrial Chemicals, Inc. Insert between 528 & 529
Inside Back Cover Inside Back Cover A89	National Aniline Division	van Ameringen-Haebler, Inc
Florasynth Laboratories, Inc Fritzsche Bros., Inc. Insert between 472 & 473	Orbis Products Corp	Whittaker, Clark & Daniels, Inc 530 Will & Baumer Candle Co., Inc 555 Wirz, Inc., A. H Front Cover
Givaudan-Delawanna, Inc. Insert between 512 & 513 Glass Industries, Inc. — Goldschmidt Corp., The —	Parento, Inc., Compagnie — Parsons, M. W. 545 Penick & Co., S. B. — Polak & Schwarz, Inc. 479	Ziegler, G. S





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